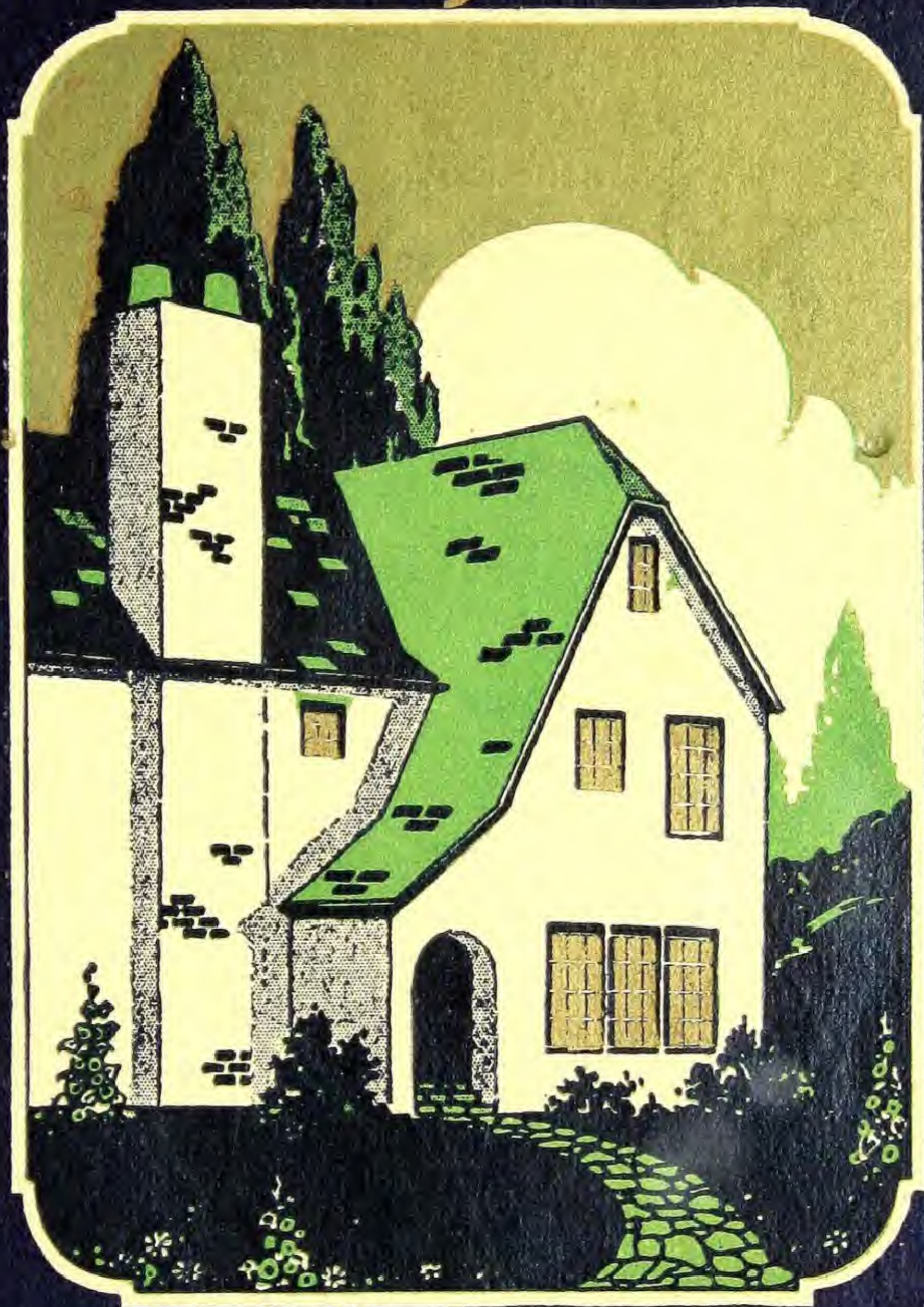


Halliday

COMFORT TESTED Homes



THE HALLIDAY COMPANY *Limited*
HAMILTON CANADA

No. 97---1928

PRICE 25 ¢

COMFORT
THE
KEYSTONE

REASON-
ABLE
COST

FUEL
ECONOMY

REAL
ESTATE
SALE

APPEAR-
ANCE

CON-
VEN-
IENCE

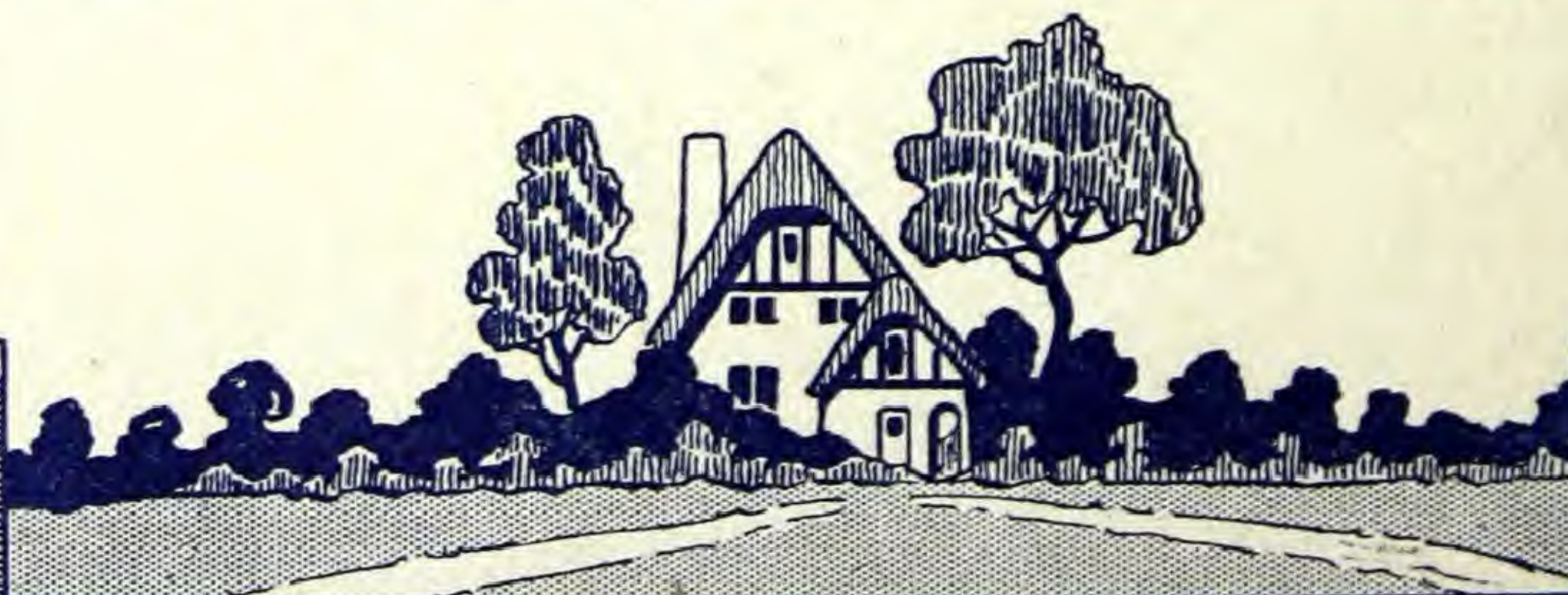
TIME
SAVING
METHODS

A Different View Point

Three business men were talking about homes. One was a **Dealer** in lumber and materials. He spoke much about the sort of lumber and supplies that he handled and the attractive prices he was able to quote. Another was a **Building Contractor** who talked of the short cuts he had discovered for saving labor, avoiding waste of material, and speeding the work of construction. The third was a **Real Estate Dealer**, a man who sold houses after they were built. He said, "Give me an attractive-looking house, give me one that is nicely laid out inside and I can sell it every time. It is looks that count with buyers."

After they were through talking, they turned to a man who had been listening to their conversation. "What is your idea?" they asked. "I will tell you," said the fourth man. "I believe that you have all said something worth while, but what concerns me more than anything else is winter comfort with low fuel cost. With my family, I am now living in a home that is built of good materials, put up by a reputable contractor; a nice-looking and well-planned little house—but it is uncomfortable in winter and costs too much to heat. When I build I shall place 'Comfort' first."

"Comfortested" Homes are NOT Portable, Sectional or Temporary Buildings—they are Permanent, All-Year Homes, designed and built for Comfort and Fuel Economy.



Before You Start Let The End of the Journey Be Clearly in Sight

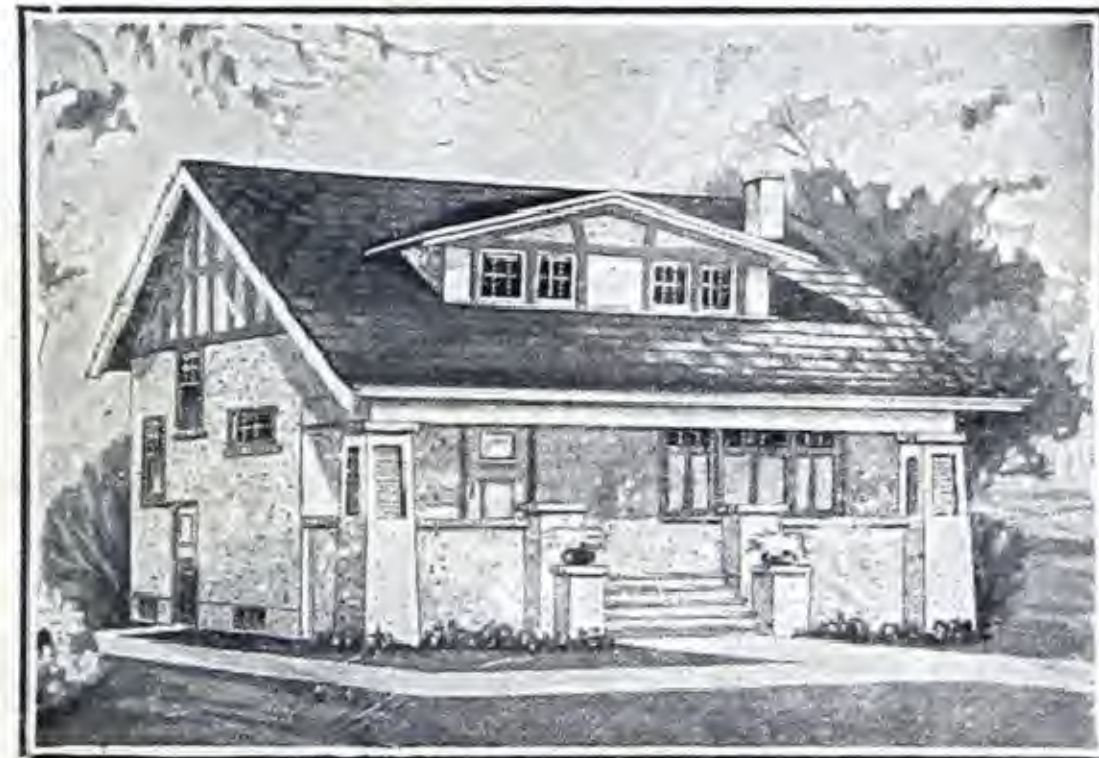
YOU are thinking of building a new home. Plans are being considered. Ways and means are being discussed. Advice is being sought. You will start as soon as you are able. And some day you will be living in your new home.

Between this time of planning and the day when you actually move into your new home, there is a long road to travel. The purpose of this book is to make your journey pleasant and prosperous and, above all, to assure you that at the end of the road you will find **COMFORT**.

Thoughts of home are always thoughts of Comfort. Cosy warmth in winter. Restful coolness in summer. Comfort that cares little for the direction of the wind or state of the weather. Such comfort may be yours at the end of your journey. It **will** be yours if you build the "Comfortested" way.

Imagine Yourself Living In Your New Home

At present your new home is a dream—a "castle in the air." But some day it will shelter you the year 'round. Imagine yourself in the new home after the first winter. What will you be able to say to your friends? What will be the feature of home that will give you the greatest satisfaction?



Will YOU be able to Say—

"I have a beautiful warm house this winter, and I notice in summer it keeps nice and cool."—Niagara Falls, Ont.

"We use fully one-third less fuel. Our home is very cosy and warm."—Thamesford, Ont.

"We had it 25° below zero, but in our home we smiled at the weatherman."—Bowmanville, Ont.

"During the coldest weather we maintained an even temperature of 70° to 72°."—Woodstock, Ont.

"The house is very warm and comfortable even at 20° below zero."—Gore's Landing, Ont.

"During the cold snap we didn't know it was winter unless we went outside."—Lynden, Ont.

Winter Comfort the Greatest Boon

The home builder usually gets what he aims for. If the thought of beauty be uppermost in his mind, you will find him concerned mainly with the outside appearance of his home. Or perhaps convenience of layout may be foremost. Or he may set out to build as **cheaply** as possible. But those who have to spend a lifetime in the home think mainly of comfort. For what avail is beauty or convenience if the home be cheerless in severe weather? What consolation, in the midst of discomfort, to remember that a few extra dollars were saved in cost of building? **Comfort, or the lack of it, will be remembered when every other feature is forgotten.**

Everybody wants a nice-looking home. Everybody wants a convenient home. Everybody desires to build as reasonably as possible. But nobody wants any

of these benefits — appearance, convenience or economy, unless with them goes

COMFORT. For without comfort everything else is a mockery! Comfort is the very heart of home. **Without comfort no house can be truly called a home.**

Let comfort, then, be the foremost consideration in your plans. Comfort is not a happy chance. Comfort must be planned for deliberately, carefully, thoroughly. Comfort must be "inbuilt." The right sort of material must be supplied and the proper methods of construction followed to insure comfort. It comes in no other way. **Your home will be comfortable only if you plan now for comfort, only so and in no other way.**



In Building Your Home it pays to associate yourself with people whose foremost thought is for your comfort.

"Comfortested" Homes are Homes of "Inbuilt" Comfort

Comfort is the keynote of Halliday service to the home builder. Halliday Homes are attractive (the pictures in this book prove that). They are convenient in layout. They are reasonable in price. But, above all, they are homes of "All Weather Comfort." They are such because they are built differently, of better materials, following methods that are unique. People are amazed when they see a Halliday Home under construction. To think that anybody should give special care, and first thought, to the details that are **covered up**—that seems to be a revolutionary idea, and so it is!

How to be Sure of Comfort

The plain facts are that the methods of building are wrong. They need to be changed. Hundreds and hundreds of homes are built every year that never can and never will be homes of comfort. You know this, for you have been in such homes. Every community has them. Perhaps you have lived in one. You would not buy such a home at any price. But very likely the people who are living in such homes thought they were buying a warm home. They were just as sincere as you are. Just as anxious to enjoy home life. They travelled the road but were disappointed at the end. Will your home be any more comfortable than theirs? It will be if you make "inbuilt" comfort the first consideration. Homes **can** be built that will be warm and comfortable in all weathers. Discomfort and high fuel bills **can** be swept away. Comfort, with fuel economy **can** be assured.

Comfort does not depend altogether upon the amount of fuel you burn. One house may burn tons of fuel more than

another and not be as warm. Nor is comfort assured by a certain kind of outside finish. Frame houses, brick houses, brick veneer, stucco, etc., any of these may be warm or otherwise. Nor can you see what makes for comfort. The home of comfort looks no different. But comfort is there. Where does it come from? The answer is that Comfort is Inbuilt. Everything that goes to make for comfort is hidden when the house is built. How natural then that methods of building construction have emphasized appearance and slighted the hidden essentials of comfort!

To blame this situation on the builders and contractors is hardly fair for these men are giving people what they ask for. Every builder is glad to build warm houses. Give him the correct materials, furnish him with proper plans for his guidance, and he will give you what you want. But the emphasis on "Inbuilt" Comfort must come from the owner. **You who are to live in the home must see to it that comfort is built in.** Halliday methods assure this.

THE "COMFORTESTED" IDEA

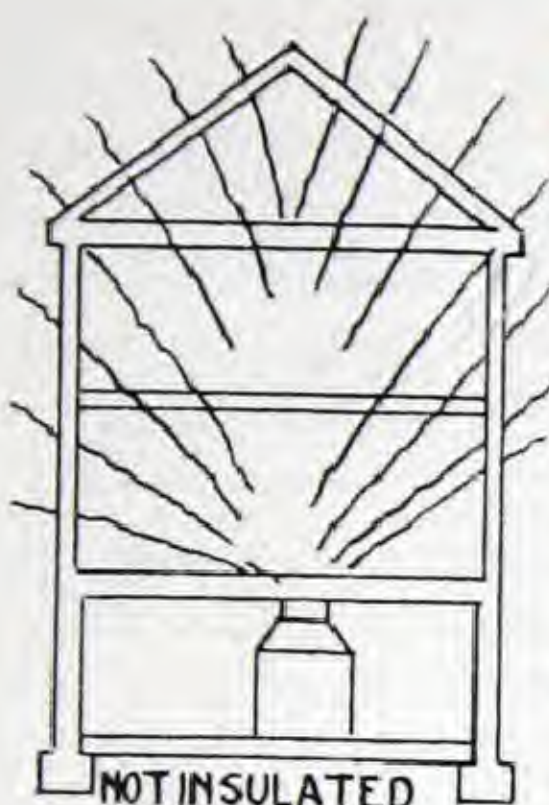
Years From To-day You Will Be Glad You Read This Page Thoroughly

We are pioneers in "Inbuilt" comfort and originators of "Comfortested" Construction. We give more thought to hidden comfort than to any other feature. We build comfort into the walls; into the floors; into the roof. We do this by following approved methods of construction and by the use of Insulating (heat

stopping), Lumber. "All weather" comfort is assured by (a) keeping inside heat from escaping in winter, and (b) keeping outside heat from entering in summer. "Comfortested" Construction does both. It checks heat loss in winter and keeps homes cool in summer.

HIDDEN GUARDIANS OF YOUR COMFORT

Exclusive "Comfortested" Features



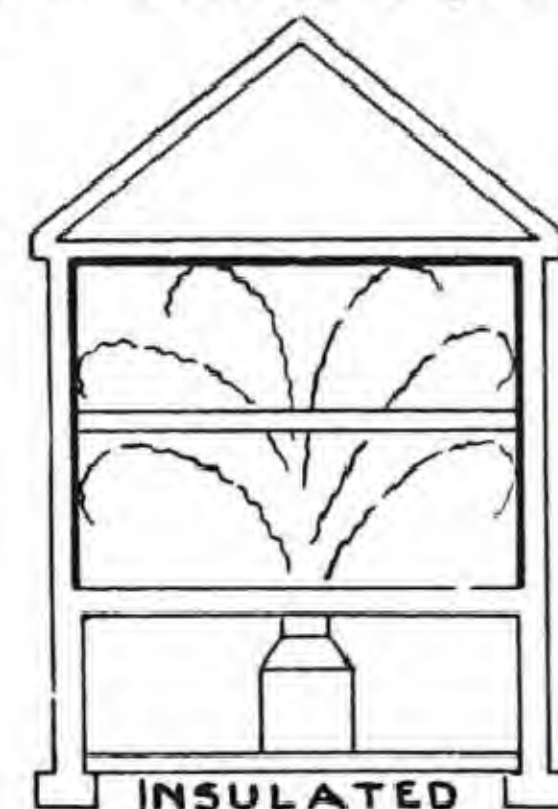
WARM WALLS

Before showing you how "Comfortested" Walls are constructed we first ask you to consider the common practice. In a frame house for example, the usual plan is to sheath the studs outside with rough boards. These are often of very poor grade, almost rotten in spots. Knots and knot holes are common, and there is no pretence of making a tight joint where the boards meet. Step inside and you can see daylight through any number of places. Such a wall certainly won't keep out wind and weather even when it is covered with paper and siding.

Now consider the "Comfortested" way. The wall is sheathed, not with rough boards, but with big sheets of Insulating Lumber. This makes a stronger wall than wood boards and is absolutely tight and snug. Not a crack or a hole where wind can get through. With nothing further on your wall you would have wonderful protection, for Insulating Lumber has heat stopping value $3 \frac{1}{3}$ times that of wood boards. But over the Insulating Lumber we put Wood Siding or Brick Veneer as the case may be.

Now consider the inside of the wall. Commonly the studs inside are covered with laths and plaster, nothing more! This practice has been going on for generations and is still considered satisfactory by some builders.

But how different the "Comfortested" way! On the inside of studs again we nail another layer of Insulating Lumber in big sheets; snug, tight and weather-proof. A second barrier, an inner defence against the passage of heat. On this the plaster is applied, for our Insulating Lumber is an ideal plaster base, holding plaster twice as firmly as laths and showing no hair cracks or lath marks. Within such a wall you can smile at the weatherman! On the surface the wall may look exactly the same as the ordinary "heat leaking" wall—but what a difference inside! It's the hidden comfort—the inbuilt warmth that counts! And what a difference it will make in "all weather" comfort and fuel economy.



OVERHEAD COMFORT

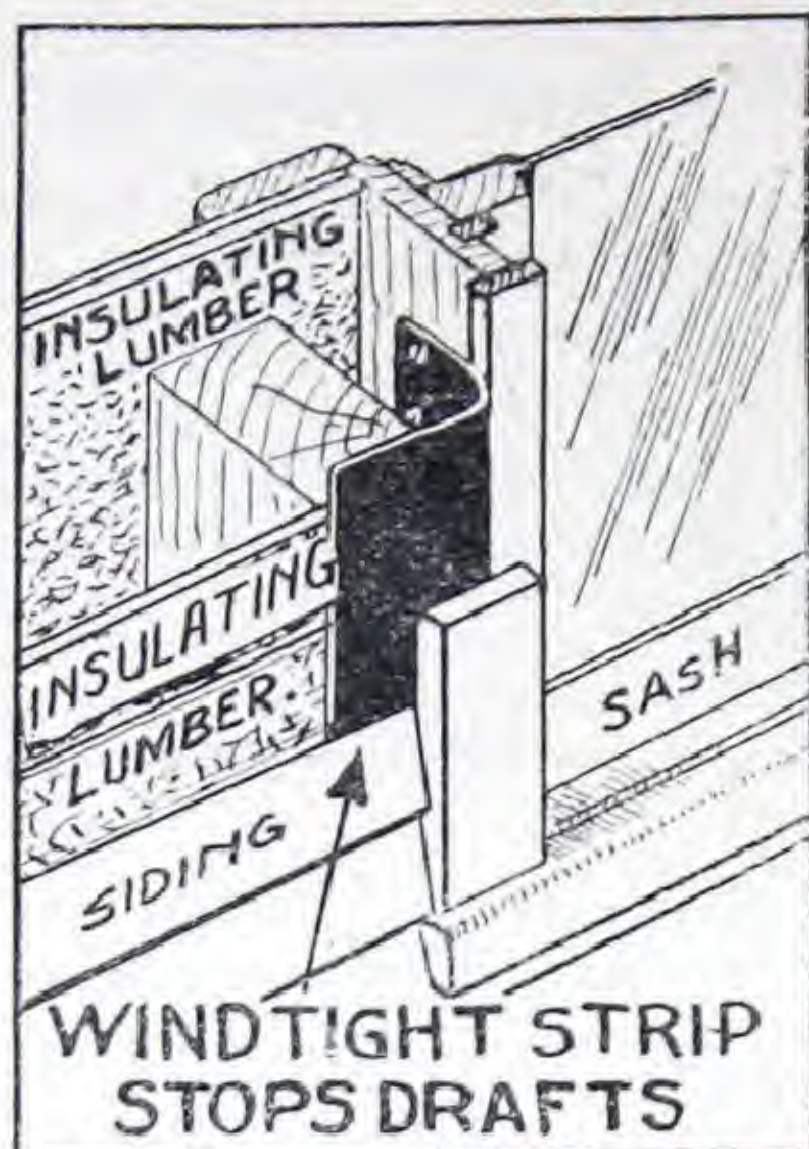
In winter the heated air in your home rises and seeks its escape through ceilings and roof. The ordinary upstairs ceiling offers no effective check to the escape of heat—nothing but laths and plaster. Tests show that about one-third of the total heat loss is through the ceilings and roof. To check this, in "Comfortested" homes we use Insulating Lumber on the upstairs ceilings, replacing laths. Plaster is applied direct to the Insulating Lumber, which acts as an effective heat stopper. Then the roof is sheathed with matched lumber (not rough boards), and there is a layer of waterproof paper over the boards under shingles. Thus heat loss is checked at the roof line as well as in the walls. A home protected this way is bound to be comfortable and easy to heat. And remember, the same Insulating Lumber will keep your upstairs rooms cool and restful in hot summer nights.

WARM FLOORS

There's a reason for cold floors. More than one reason. First of all there is usually no way of cutting off cold air at the foundation line. This we accomplish in "Comfortested" Homes by "beam filling"; a very essential aid to comfort.

Secondly, most downstairs floors are one thickness only. But all Halliday Homes are built with double floors downstairs. An under floor of matched one-inch lumber; then a layer of heavy paper, and then tongued and grooved hardwood flooring. Hardwood floors lighten housework. They are easy to clean and the double construction prevents dust and dirt from rising from the basement. Above all, such floors are warm. This combination of double floors and beam filling is unusual. The comfort and freedom from drafts is apparent as soon as cold weather sets in. It is just another exclusive feature of "Comfortested" Homes.

WIND TIGHT FRAMES



Did you ever sit beside a window and feel a constant draft coming in around the frames? Watch the next house as it is being built and you'll see why. You'll notice that when the frame is set into the wall opening there is a space on all sides, sometimes an inch or more. A tattered skirting of tar paper, sometimes makes a pretence at covering this space, but often there is nothing at all except the piece of board (casing) nailed on the outside. This, of course, is not wind-tight and the

searching wintry breezes sift in and through the wall.

"Comfortested" Frames on the other hand possess five distinct weather-resisting features, besides which, they are all fitted with a heavy skirting of waterproof felt. This skirting is so arranged that all draft around frames is shut out. A customer in Clinton writes: "This winter has found us very comfortable in our new home—windows, walls and floors are so free from drafts."

"COMFORTESTED" CONSTRUCTION LEAVES NO ROOM FOR REGRETS

About the most delighted person in the world is the one who has just passed the first winter in a new home, which has proved to be comfortable and easy on fuel. Watch the man of the house going up the street looking for a chance to compare coal bills with the neighbors! Watch the housewife as she entertains friends and dilates upon the warmth and comfort of the new home! See the family living in comfort, regardless of wind and weather! Such a home is soon the talk of the neighborhood. It will always command the best price and a ready sale. By building the "Comfortested" way, you can avoid vain regrets, because homes built this way are bound to be warm.

FUEL BILLS ARE LOW

In the Government Booklet mentioned on this page, the statement is made that proper construction of Homes will save on the average three tons of coal per year. This is undoubtedly true with "Comfortested" Homes. And it's surprising how this saving in fuel mounts up yearly. How strange that some people are willing to think only of first cost instead of final cost! For the price of fuel is just as much a part of the cost of a home as is the price of lumber or shingles. A close buyer will congratulate himself on shaving a few dollars off the price of his material bill, forgetful of the fact that, money spent on proper construction is spent only once—whereas there's no end to fuel waste.

Year by year a "cold" house takes its toll in extra fuel bills; needless waste that might have been avoided by spending a little more on proper construction. A cold house is dear at any price and nobody knows this better than the man who is unfortunate enough to own one such. It pays to insist on "Comfortested" Construction. You get it only from Halliday.



GOVERNMENT BOOKLET ON INSULATION

For the past few years all "Comfortested" homes have been built with walls and ceilings insulated with Insulating Lumber practically half an inch thick. Now after many practical tests have been made the "Dominion Fuel Board" has issued a free booklet, "Why You Should Insulate your Home." In this booklet the advantages of insulation are clearly set out, backed up by official tests, showing amazing results in fuel saving. Write to Dominion Fuel Board, Ottawa, for a copy.

WHAT PRICE COMFORT

Who will put a price on comfort? Who will place a value upon health? Who will say what it is worth to live in a home of "all weather" comfort; free from drafts; with every room livable; with sleeping rooms where the aged, or the sick, or the precious kiddies can rest in comfort; with downstairs floors on which the children may play; with a living-room, where cosy comfort reigns under the glow of the evening lights! Who will put a price on these things?

Who will be so forgetful as to discuss home building in terms of lumber prices or nail prices, or the cost of a can of paint, careless of that priceless element—comfort! Away with the false economy that would pawn the jewel of comfort for the sake of a few dollars saved in cost of material,

or cost of construction! For home is something more than mere shelter; something more than an aggregation of materials; something more than a "house." It must possess that charm of "livability" which comes only where comfort is enthroned. If you must build houses where the price of lumber is the controlling factor build them for your enemies to inhabit. But for your loved ones, build a "Comfortested" home, where comfort reigns supreme.

Attractive Designs

Pleasing Exteriors

Convenient Interiors



"WESTLAWN," Page 45.

"Comfortested" homes do not rely solely on comfort for their appeal. Every home has been selected for attractive appearance, convenience and ease of construction. Each home is modern in design and arrangement artistic exteriors combined with practical lay-out of rooms, with plenty of light and ventilation.

Any Halliday home will be an asset to its locality, a home of which the builder can be justly proud. Mr. Payne, of Cobourg, says: "My home is one of the prettiest homes in town."

Any Class of Construction



FRAME, STUCCO, BRICK VENEER OR BRICK

Most of the designs shown in this book are shown in frame construction, but can be readily adapted to Stucco, Brick Veneer or solid construction, where desired. We will gladly furnish prices of any home adapted to Stucco, Brick or Brick Veneer construction on request. Prices of Brick Veneer or Stucco homes do not include the brick or stucco material unless where requested specially, when we shall be pleased to quote.

Getting Value For Your Money

When you purchase a "Comfortested" home, you get the utmost value for your every dollar. You get a better planned home. You get a better built home. You get better materials from start to finish and you have the additional assurance of comfort with fuel economy. Everything is included at the one price, from the cellar window frames to the last drop of "Purity" Paint. You have no other building material to buy except the actual masonry for foundations and chimneys, and the plaster for interior walls. One order covers every-



thing and fully detailed working plans are provided without cost to you.

This is the way to squeeze every bit of value from your dollar, buy the complete home and get the advantage of Halliday value. Our prices are as low as they can be made without sacrificing quality. Materials are all high grade, the kind that will build you a home that you will be proud to own and live in. Customers tell us they saved from two hundred to six hundred dollars on their homes and got better materials.

We Guarantee to See You Through

To purchasers of "Comfortested" Homes we guarantee to supply, for the purchase price, sufficient of all materials (masonry and plaster excepted) to complete the home chosen according to the working plans provided. Our Bills of Material cover every item, and we agree to make good any item found short or damaged in transit. We further guarantee all material to be of high quality and satisfactory to the purchaser. In short **WE GUARANTEE** to see you through.

*A Customer at
Gore's Landing
says:*

"Material was better than expected and service was excellent. If I was building again it would be the Halliday way."

Halliday Service Ensures You Getting **BETTER MATERIALS**

JUST consider the facts. We are selling to you by mail. We are asking you to spend a lot of money on FAITH. When you receive the material you are bound to be unusually critical. Would we dare to ship poor material? We must give you quality not just good enough to "get by"—but the very best. If we sent you poor materials you would refuse the shipment. Could we afford to take such chances?

Our lumber, in short, is necessarily of the very best grade. It is the pick of the market

in fact, bought with an expert eye and a trained knowledge—carefully inspected before it is shipped.

You get lumber of selected quality—every length of which must meet with your approval. The excellent quality of our material is an outstanding feature of Halliday



Your home when finished will be only as good as the material used in its construction. A coat of paint will make a poor house look well for a while but time soon tells.

service. While the saving in price which we effect is appreciated by many, every purchaser unfailingly comments on the grade of the material we supply.

"Will be ready to move in my Hedgerow Bungalow by Wednesday. Took 36 days to build it, 2 men at it. Every person who has seen the material that has been put in the bungalow has commented highly on it, even it was reported in our local papers about the fine home I was building. It will cost me \$2300.00 when it is finished. 308 yards. of plaster

when the openings were taken out, \$83.00 for chimney, and carpenter \$324.00."

SAM THOMPSON, Box 6, Florence, N.S.

"The master carpenter says I could not have got better materials."

J. SIMPKINS, Owen Sound.

"All I can say in regard to my house 'the material has been O.K.'"

STANLEY HARRIS, Gore's Landing.

Three Risk Free Ways to Buy Your Home

IN order to convince you of the value that goes into a Halliday Home—in order to prove that our material is of exceptional quality, we offer you three ways to pay for your home which will satisfy every sense of caution.

(1) **Pay After Inspecting the Material.** Send us, as an evidence of good faith, a deposit of one-fifth the purchase price of the home you want. We will then ship your order with the balance to be paid after you have inspected the car of material on arrival at your station.

Or—place a deposit in your bank for the full amount of your purchase, with instructions that the money be paid to the order of The Halliday Company, Limited, after you have inspected and approved of the material shipped. Have your bank notify us that you have done this and we will ship the material promptly.

(2) **Pay for Material as You Use It.** If you are building through an arrangement with a Bank, or a Building and Loan

Association, we will ship the material to you upon receipt of a deposit of one-fifth in cash, and a letter from the Loan Company or Bank stating that a sum equal to the balance due has been set aside for us, and that payments for the material will be remitted to us at certain periods as the work progresses.

(3) **Come and See the Material Before Purchasing.** If you live within a day's journey of Hamilton and wish to see the Halliday materials before you place your order, we will deduct the cost of your railway fare to Hamilton and return from the price of any Home you choose (except the summer cottages). Write and tell us the day on which you will come and we will arrange for you to make a thorough inspection of all materials. Could we go further to show our faith in Halliday Homes—show you that we believe that we can and do provide

"BETTER HOMES AT LOWER COST"

IF YOU LACK CASH TO FINANCE YOUR HOME WRITE FOR HELPFUL ADVICE



FREE **Architectural Service**

The purchase of a Halliday Home does not mean that you get building materials only. You get free architectural service that means a saving of from fifty to one hundred dollars on each home.

Blue Prints in Triplicate

Three sets of plans showing the construction of the home in full detail are provided. These show foundation plan, floor plans, wall elevations and sections, giving details of construction, beside many helpful details indicating how walls, cornices, etc., are to be built. In addition a special sheet of instruc-

tions for the use of the Insulating Lumber is included. All plans are easy to follow, and any good carpenter can read them without difficulty.

With the Ready-cut Homes, special diagrams are supplied showing the size and proper location of every ready-cut piece.

List of Material

For every home a list of material has been prepared by competent men with long experience in building. This list covers every item from the cellar frames to the last coat of paint and is complete in every particular. It shows exactly what is sent with each home and where each piece is intended to be used. With

the plans and the Bill of Material, there is little danger of doing anything wrong.

The experience of the many builders of "Comfortested" homes proves in actual practice the accuracy and sufficiency of these "Lists of Materials."

Worth \$100. Costs You Nothing

The value of this very complete Architectural Service is at least \$100 to any home builder, but when you build a "Comfortested" home it costs you nothing. It is part of our service to home builders. Plans and Lists of Material are all prepared ready to mail on short notice. They have all been drafted with a thoroughness that makes them acceptable to the building authorities whose approval may have to be obtained, and we stand ready at all times to give further information or details if needed.

BUILD BY PLAN— NOT BY GUESS

Never attempt the construction of a home without properly detailed plans for your men to follow. It is the most expensive "economy" the Home Builder can practice.



To You Madam!

Dear Madam: You have before you the fascinating task of building a new home. And you are interested, of course, in making it just as handy and comfortable as a house can be.

Many are the devices used nowadays for saving a woman's steps and multiplying her hours of leisure. For we have learned that a rested, satisfied woman usually makes a most excellent wife and mother. The whole family is happy when mother is happy, for she is the hub around which the domestic life revolves.

Some women who do all their own housework look so much more composed and rested than others. They seem to retain their youth. The secret is that they and their husbands have planned it together to have a house that saves steps, with plenty of clothes closets, water right at hand and probably a bathroom.

But of all things which you would build into a new house, COMFORT should take first place. Weather-proofness! Ability to resist storms and come safely through "dips" of zero weather.

Have you not heard people say, when a bitter wind was blowing, "About all we can accomplish to-day is putting fuel on the fire."

Do up-to-date, successful people talk that way? Never! They realize that time is too valuable to allow half the winter to pass in discomfort. You want to have joy in your work; you want to entertain! Why let the weather stop you?

Our Canadian winters are glorious if we are prepared for them. As a nation they have made us energetic and capable, and we would not exchange them for all the languor of the South.

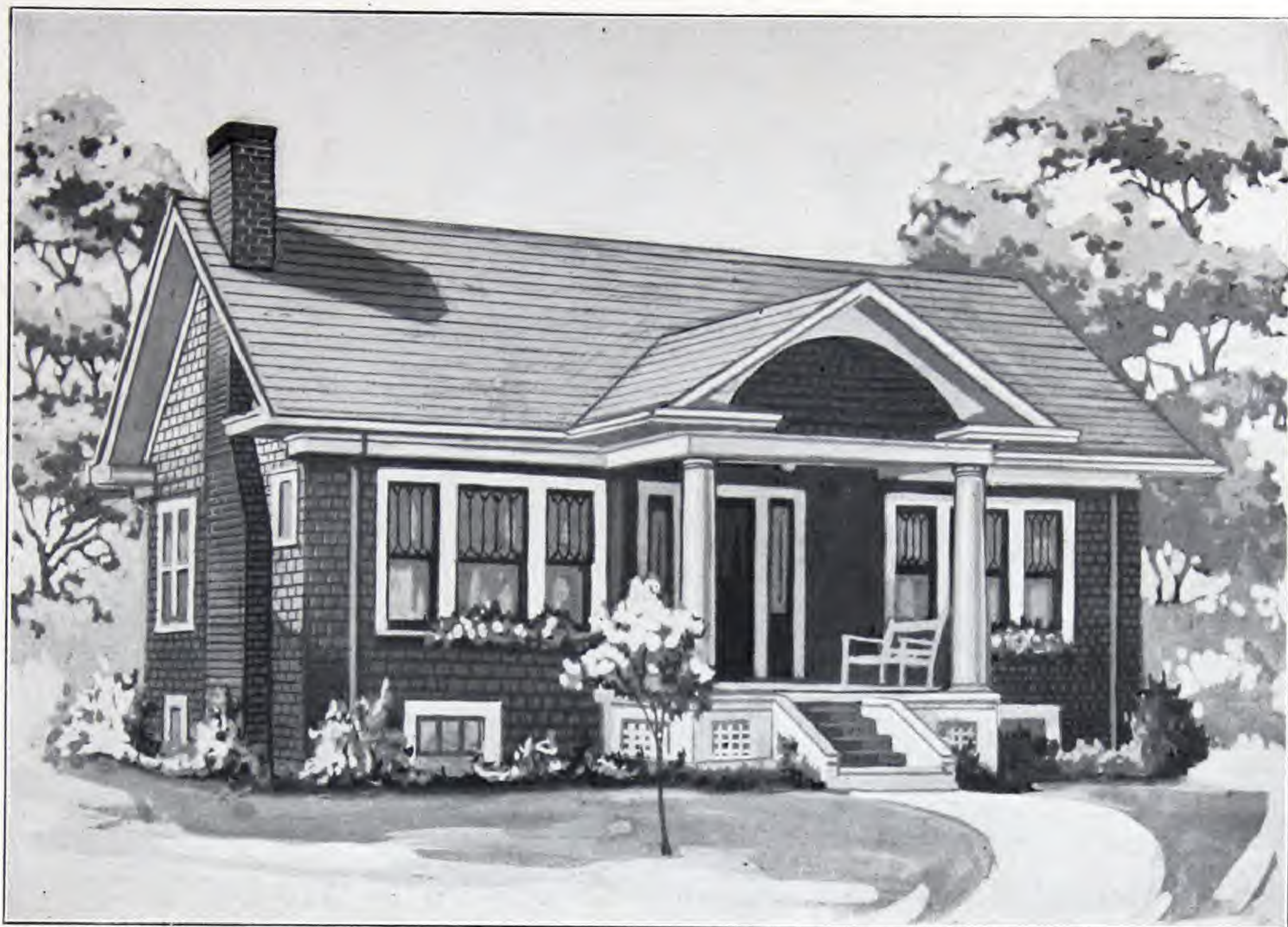
Surely anyone who has the problem of building in mind will wish to build the COMFORTESTED way. In no other way can you be so assured of comfort and convenience. You wish and expect a warm, well built house. The Halliday Way assures it.

Yours for comfort,

THE HALLIDAY COMPANY, LIMITED.

P.S. Women expect, and rightly so, that their wishes will be respected with regard to the interior arrangement of the home; size and location of rooms, etc. But it is of even greater importance that women should bring their influence to bear in the vitally essential details of constructing walls, floors and roof, for here it is that COMFORT is once and for all decided.

WE ARE VERY PLEASED WITH "THE HEDGEROW" HOME.—R. B. Lyons.



"Winona" a Home of Charming Individuality

It is not often that you find a one storey home with so many attractive features as the "Winona." Distinctive in appearance, most conveniently arranged interior, easy to build, and economical from every standpoint, it is sure to become popular.

The floor plan provides a large living room and dining room, with reception hall between. The kitchen connects directly with the dining room.

Central Hall Gives Privacy

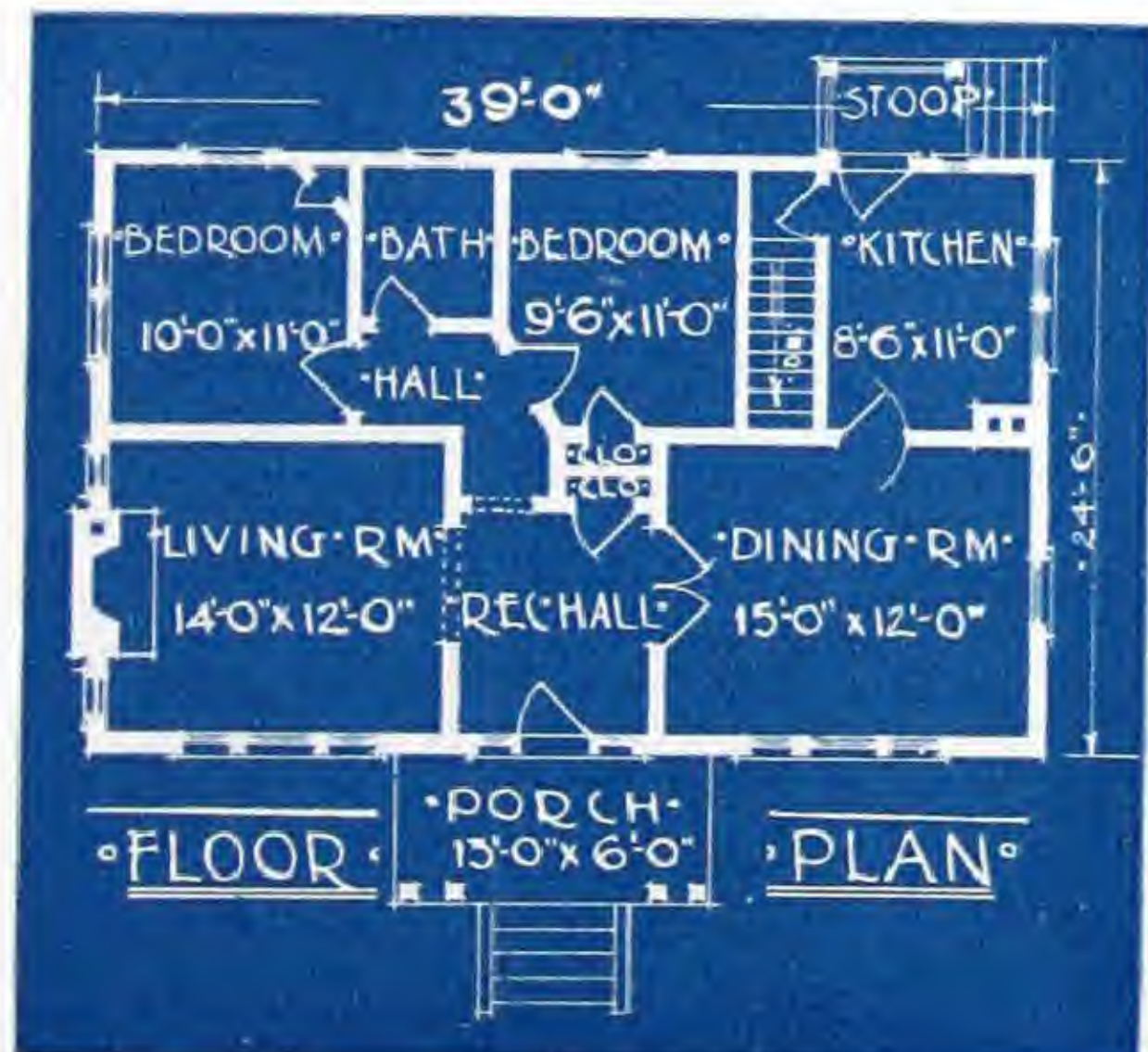
Note the clever way in which the two bedrooms and the bathroom are kept separate from the living rooms by the central hall, an unusual feature in a small home.

You will be as well satisfied with "Winona" as was Mr. McKinnon, when he built the "Westmount." He writes as follows:

"The recent cold snap was the coldest recorded here this year, and must say we found our "Comfortested" home very comfortable—much more comfortable than the old house."

N. McKINNON, Woodstock.

Size 39 ft. x 24 ft. 6 in.



VERY SATISFIED WITH MY HOME. I SAVED MANY A DOLLAR.—Geo. Tenant.

"IT IS A REAL COMFORTABLE HOME. VERY LITTLE FIRE HEATS IT.—J. Steer.



"Southdale," A Home That Will Make Your Dreams Come True

IF your ideal home is one in all white stucco, you need search no further, for "Southdale" is ideally planned in every way. The exterior effect is really lovely. See how the little side porch allows for a completely closed in veranda, which practically adds another room. What a delightful place to entertain friends in the summer time, with all the privacy of an inside room too. The arrangement of rooms is equally charming. A nice reception hall handy to kitchen and living room. A cheery fireplace in the big living room, and the dining room adjoining the living room and kitchen.

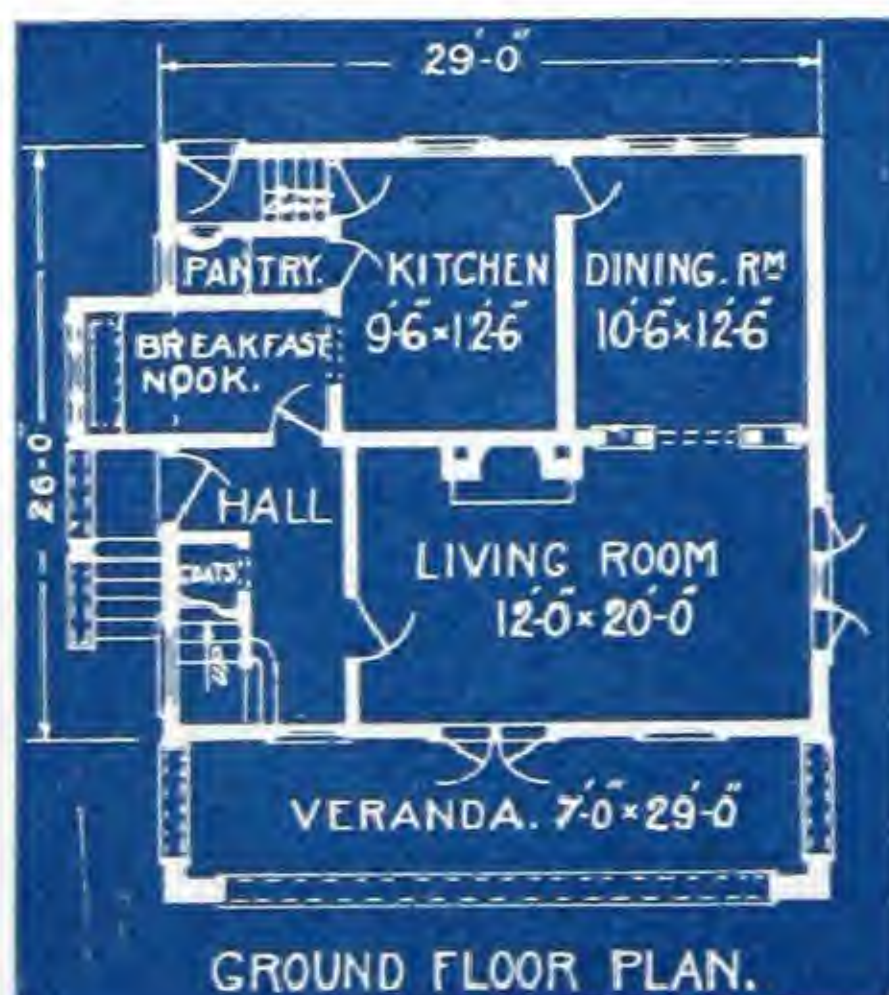
BREAKFAST NOOK ADJOINS KITCHEN

Next to the kitchen a convenient breakfast nook is provided, and a roomy pantry is right next to it. Upstairs are three good bedrooms and a bathroom. Each bedroom has a clothes closet. Comfort is as important as good arrangement, and to make sure of

"All Weather" comfort is to build the "Comfortested" way. Zero weather will find you warm and cosy without excessive use of fuel. Read Mr. Snowden's experience:

"We had it 25° below and in our "Comfortested" Home we smiled at the Weatherman; we did not feel the cold in the least. It is surprising how little fuel heats the house."

LLOYD SNOWDEN, Bowmanville



Size 29 ft. by 26 ft.



"IT IS EASIER TO KEEP THE TEMPERATURE AT 70° THAN 65°."—N. Wiles.

"WE FIND THE MATERIALS QUITE SATISFACTORY."—D. Moir.



"Oakdale," A Lovely Six Room Home with An Unusual Exterior

HERE is a home with an unusually fine exterior, a home that will appeal to those who want something a bit "different." The treatment of the little front porch at the main entrance is delightful, and the arrangement of the large veranda at the side is another characteristic touch. The big front dormer with its unusual roof lines is quite in keeping with the general design, and provides for a large front bedroom.

The layout of the rooms is all that can be desired, full use being made of all available space. The living room is a big, bright, cheery, room with a cosy fireplace, and is directly accessible from the side veranda, the dining room is another nice room of good size and well lighted.



KITCHEN HAS A HANDY BUILT IN CABINET

The kitchen you will see is quite roomy, and is provided with a big cabinet built in. A short hall connects directly with the front door. Upstairs are three large bedrooms with closets, and a bathroom. Built the Halliday Way Oakdale will give you the "Comforts of Home" as they should be.

Size 22 ft. by 32 ft.



"WE SAVED CONSIDERABLY BY BUILDING THE HALLIDAY WAY."—W. Lambert.

"WE FOUND YOUR SERVICE A GREAT CONVENIENCE."—R. Nicol.



"Kenilworth," Six Rooms, as Delightful in Arrangement as Appearance

WE show it here finished in stucco. It has just as much character and distinction when finished in frame. The effect comes from the veranda roof which is set at right angles from the line of the main roof. The cornice with its exposed rafter finish, the side door with its canopy, the smart line of the dormer, the sweep of the roof, give this home its arresting style. The interior is even more attractive. A vestibule with coat closet—a fine living room and the stairs leading from it—a hall with a linen closet—a cheerful snug dining-room.

And Look At This Lovely, Modern Kitchen

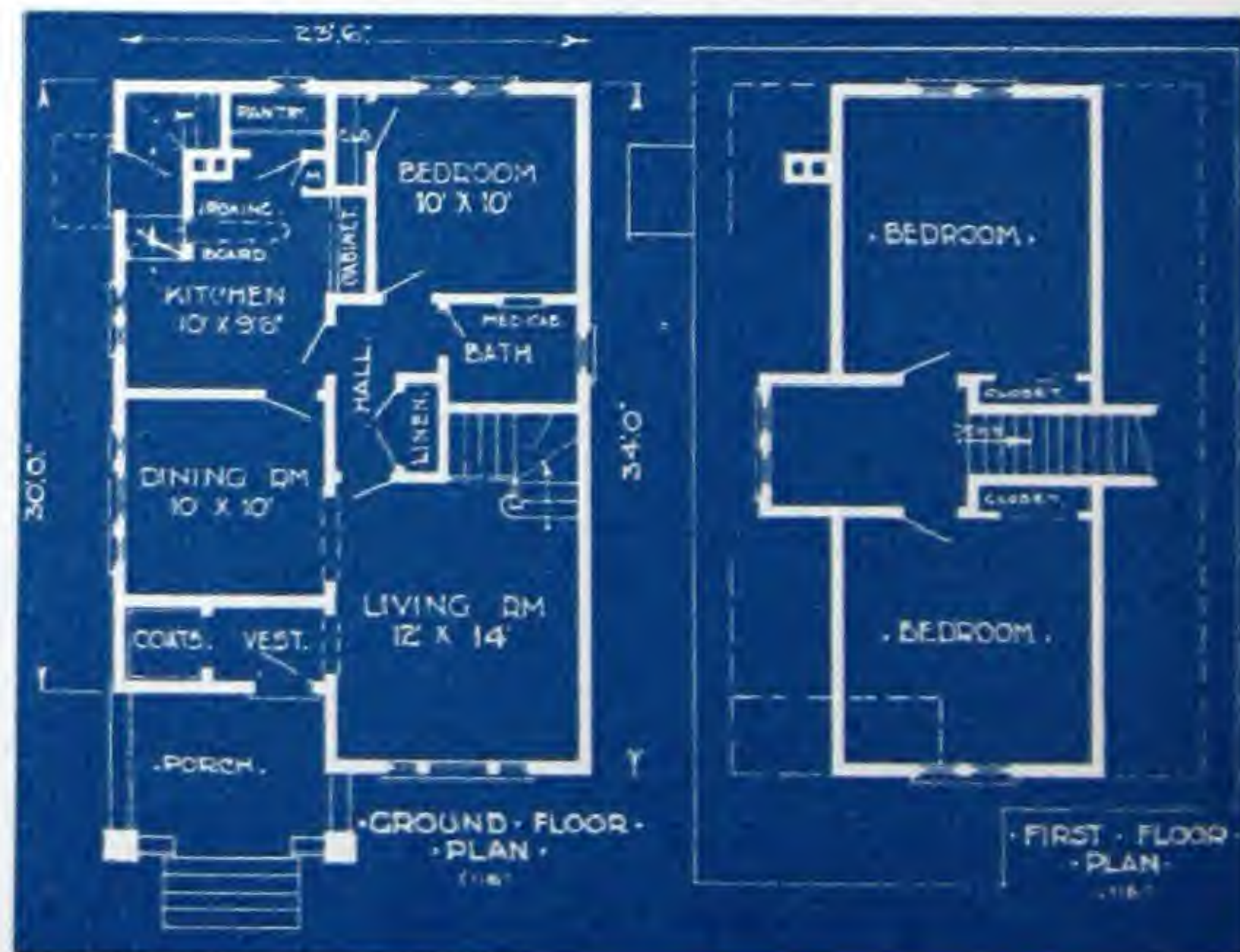
Dunnville, Ontario.

"The hardwood flooring arrived in good shape. We are getting along fine with the building of the house. The car-load of lumber arrived in good condition."

Sam Lyons, Jr.

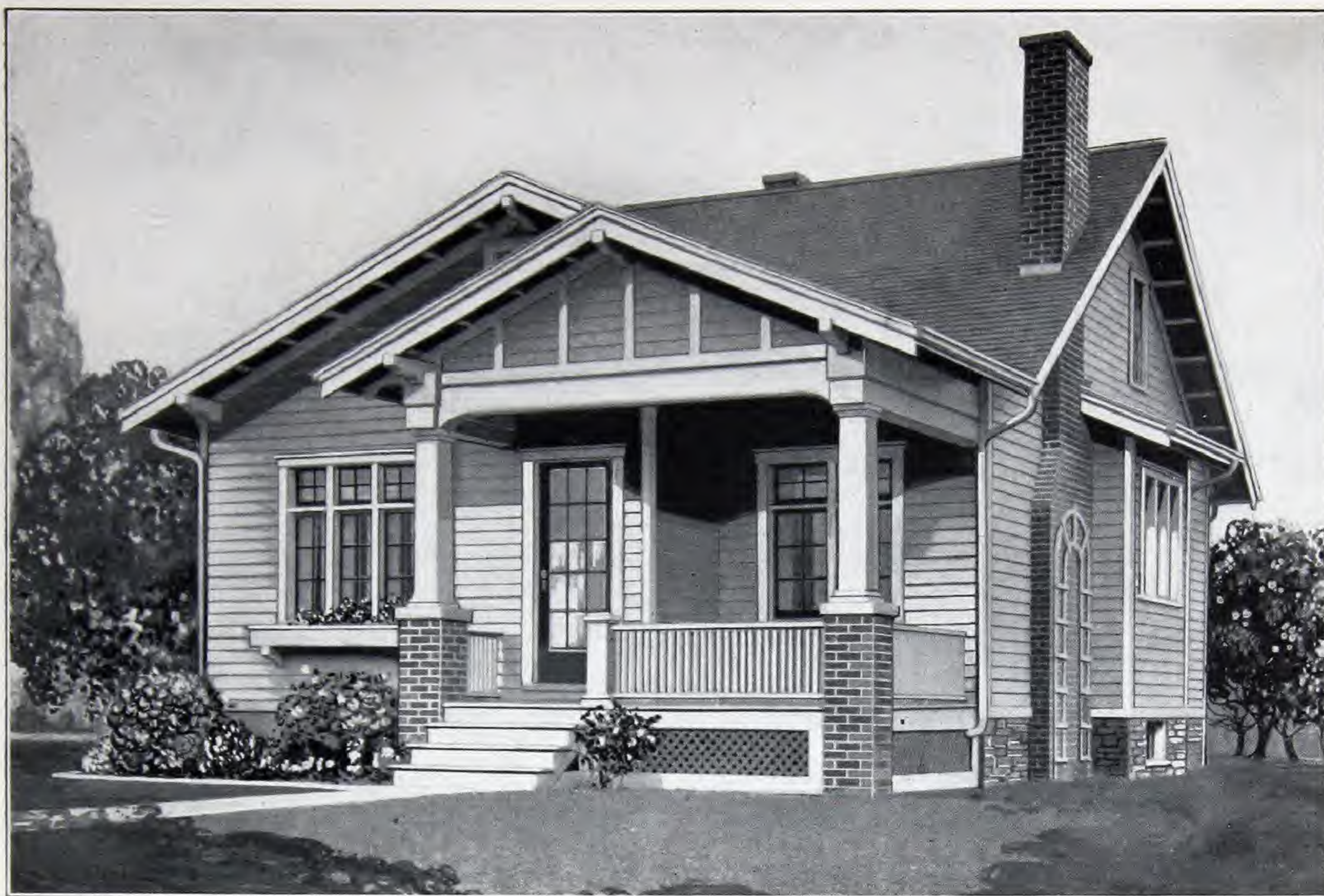
Built-in cabinet, good size pantry, folding ironing board, just one entrance for side door or cellar, only a step into the dining room. Splendidly lighted. Lots of room to move, yet everything handy. "Kenilworth" is by every standard a home of distinction. And its price is well within reason.

Size 23 ft. 6 in. by 34 ft.



"WE HAVE A LOVELY HOME AT A SAVING IN COST."—A. Lipsit.

"I SAVED SEVERAL HUNDRED DOLLARS BY BUYING FROM YOU"—L. Heximer



"Balmoral," a Lovely Home of Good Style, Good Taste, Good Design

YOU can't help but admire it instantly. And the more you look at it, the more you like it—it looks good, has a substantial air, and is the acme of attractiveness. Yet there is not a freakish feature about it. You enter through a vestibule—good protection in wintry weather—into a splendid big living room which has a fine fireplace and is lighted from two sides by big windows. Just picture how nicely you could furnish such a room!

A Kitchen Planned To Save Steps—Lots of Closet Space in Bedrooms

The kitchen is handy to dining room—yet quite apart. It is a real kitchen, too, with a good, well-lighted pantry, conveniently-placed folding ironing board, built-in cabinet and mop cupboard. The bathroom is well proportioned. The bedroom downstairs is a beautiful room, set off from the rest of the house and has nice big windows.

Size 25 ft. by 33 ft.

Campbellford.

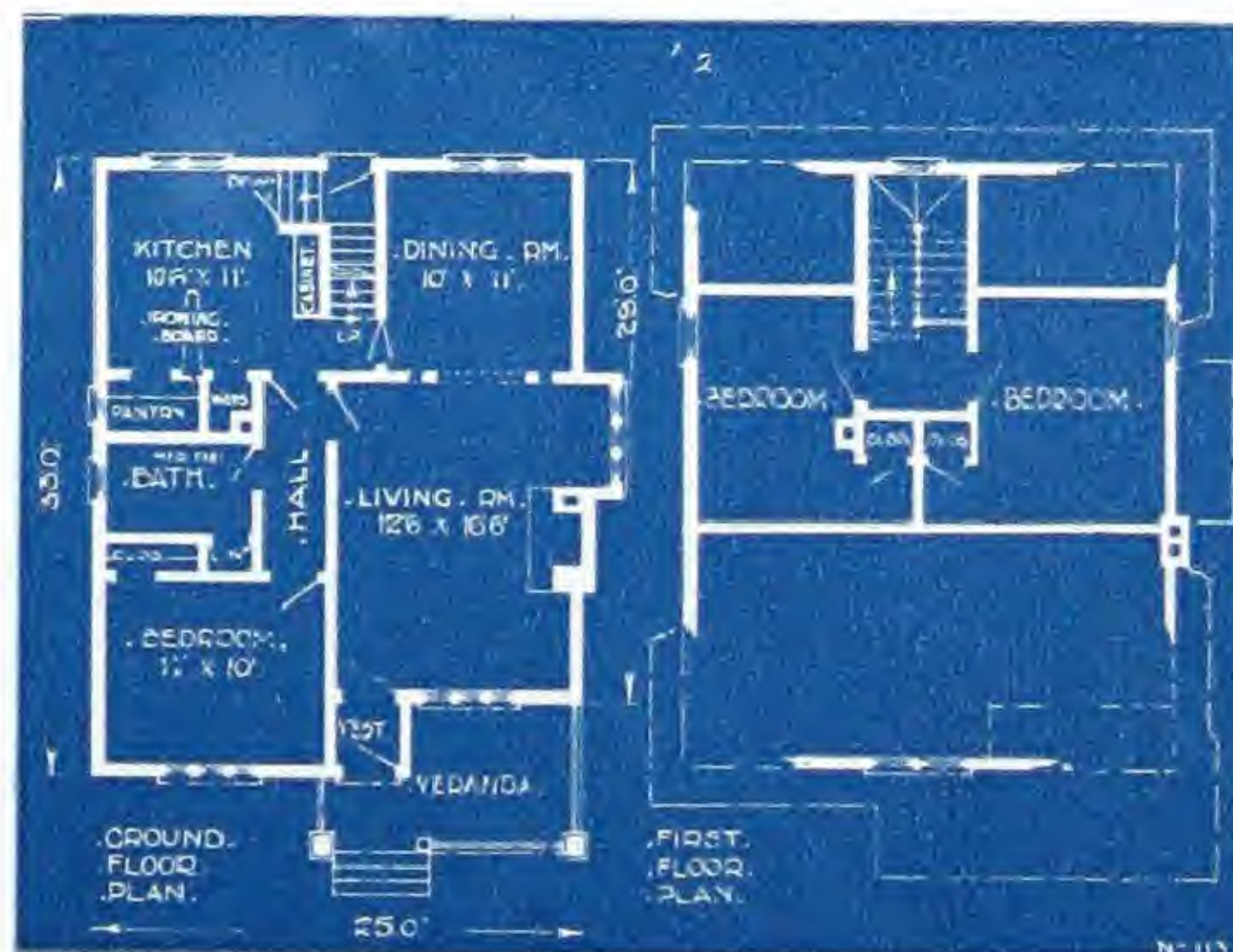
"We have been quite pleased with the material and we shall have a very nice home when completed."

Kent Lawrence.

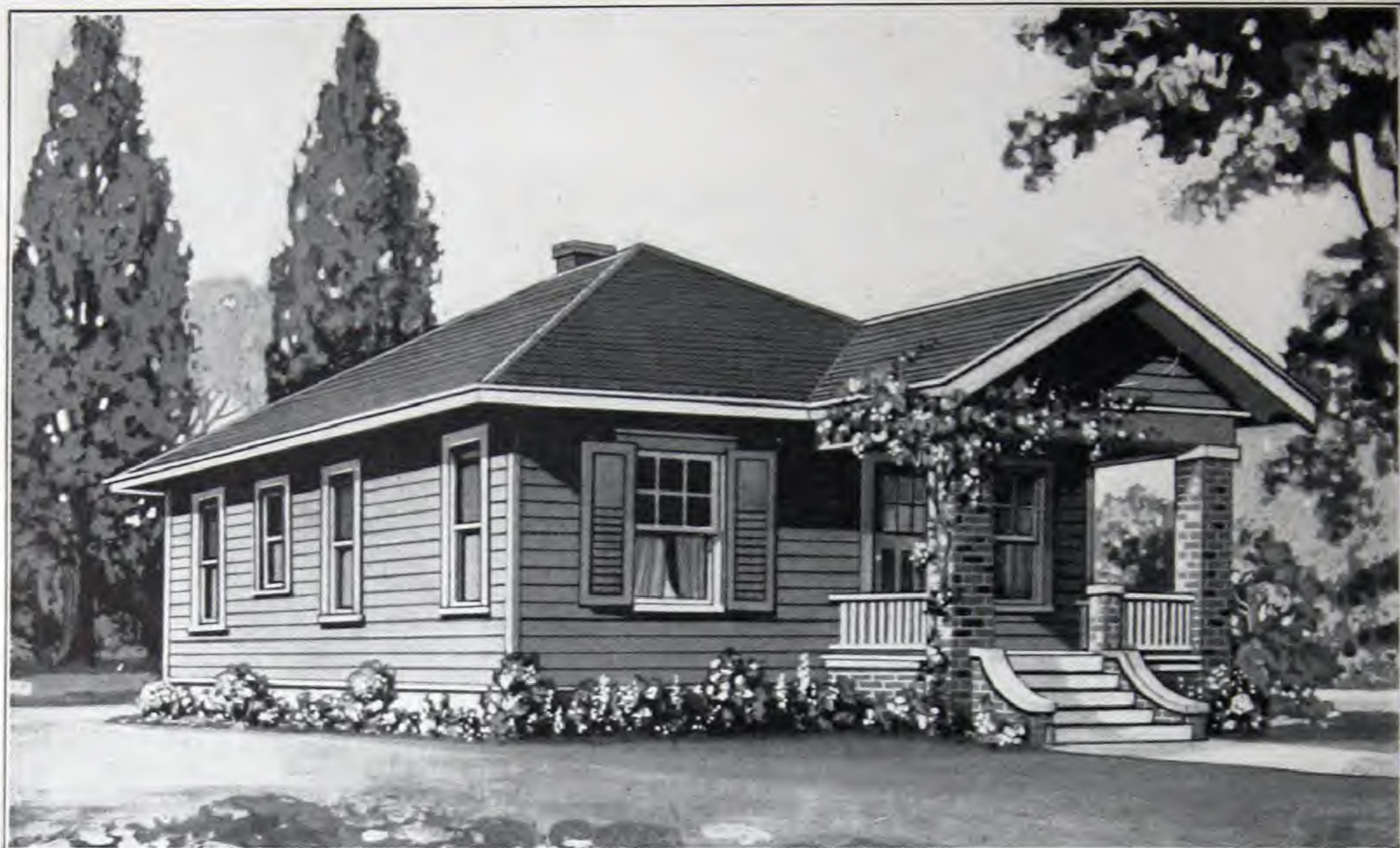
Ridgetown.

"Car of material unloaded. Everything satisfactory."

Geo. Wedge.

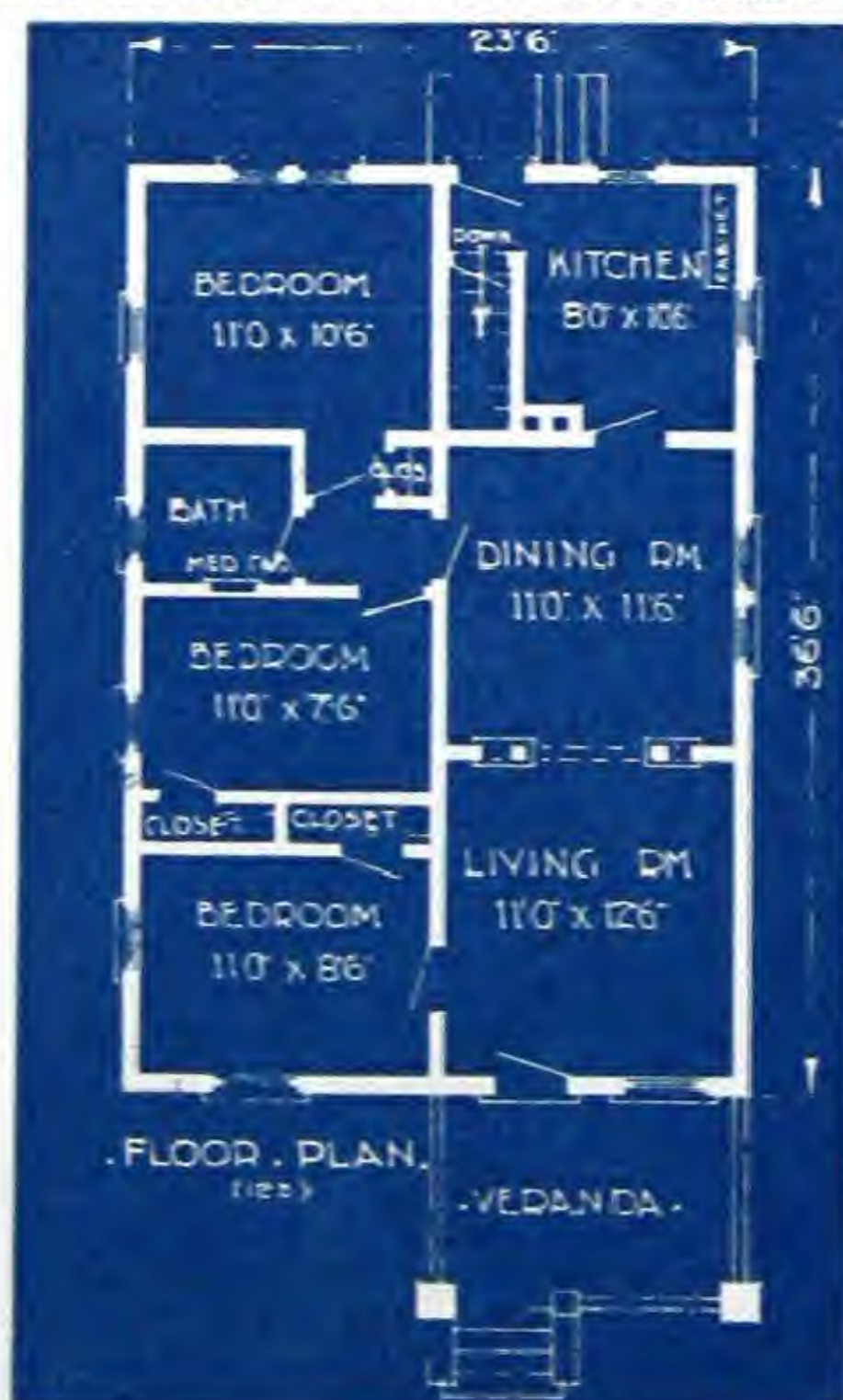


"OUR NEW HOME IS COMPLETE AND WE ARE PLEASED WITH IT."—H. Fleming.



"Lancaster," an Attractive Cottage Home

STRAIGHT architectural lines—the utmost simplicity in line and construction—yet what could be more attractive than this charming cottage? The design makes it easy to build, and the price makes it one of the most easily financed of Halliday Homes. For accommodation, it would be hard to beat this floor plan, which is a model of convenience and comfort.



Six Rooms and Bathroom—Not An Inch of Space is Wasted

Every room is ideally placed. Every room is a nice size. The living room and dining room are connected by a colonnade, and the impression on entering is certainly one of spaciousness. The kitchen is fitted with one of our built-in cabinets. Each bedroom has ample clothes closet space. The bathroom is supplied with a medicine cabinet. The veranda with its brick columns takes it out of the ordinary class, the cosy appearance of the exterior is fully borne out when you step inside the front door. Look up the price—you'll be agreeably surprised that a home of such pleasing design and excellent accommodation costs so little.

Bathroom may be omitted if not required.

Size 23 ft. 6 in. by 36 ft. 6 in.

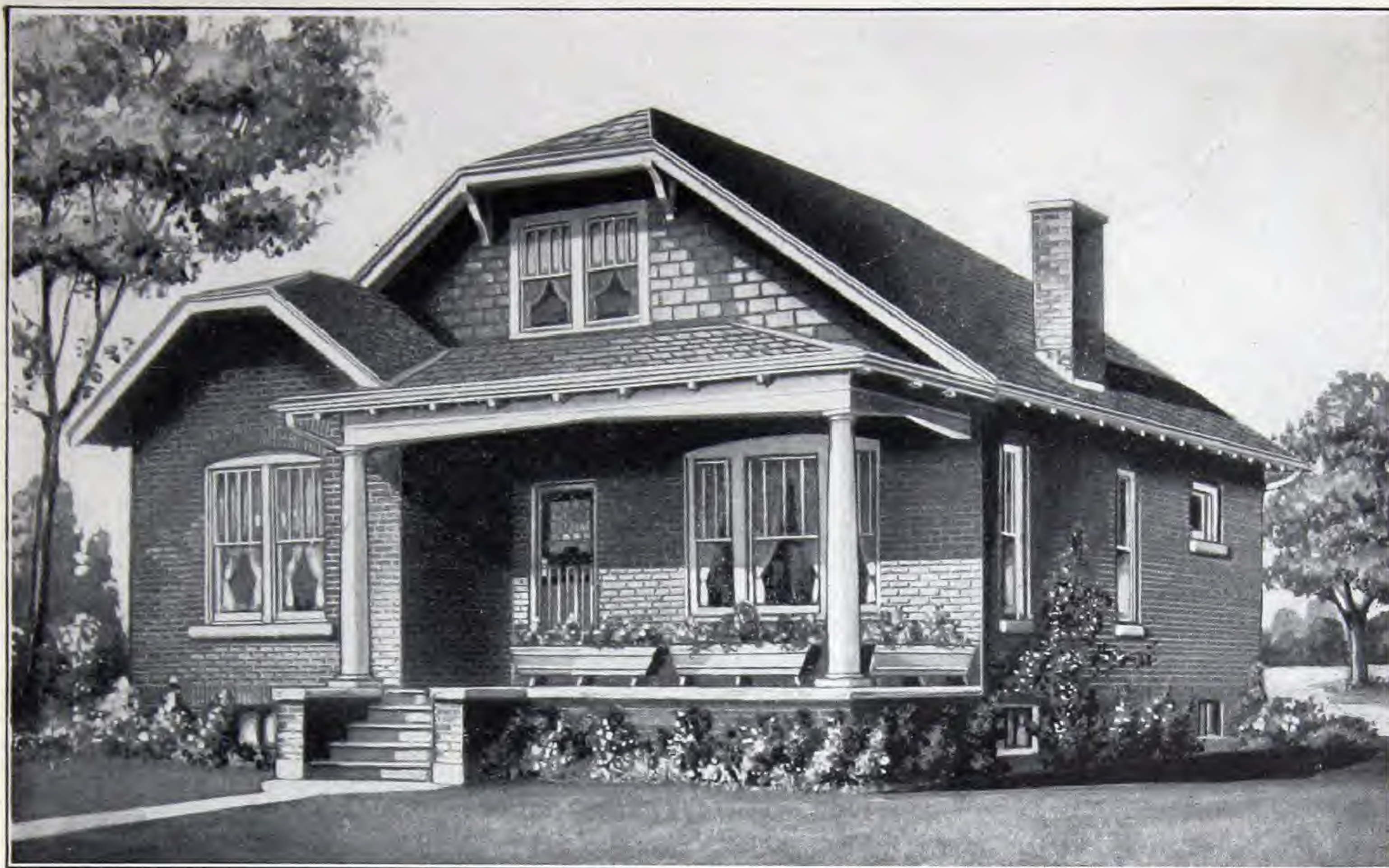
Perth.

"I desire to thank you for your fair treatment. I started to build the house on Monday and it is going fine.

I will recommend your goods to my friends.

D. McPhail.

"I HAVE A NICE, WARM AND COMFORTABLE HOME."—J. D. Wilson.



"Sunnydale," a Home That Delights Every Women Who Sees It

Shown Here in Brick Veneer—Frame Construction Shipped If Desired.

FROM every standpoint, it's different. The hooded effect of the roof is new. Flower boxes take the place of the usual veranda rails. The windows and door are distinctive. Facing you, as you enter, is a convenient hall seat with space for coats, rubbers, etc. From the hall you pass through a colonnade into the big living room, made cosy by its fireplace. At your left, you notice another nice touch, the stairway, coming from the living room. The dormer landing would provide a fine window-seat and almost make an ideal sewing room.

Six Lovely Rooms—Lots of Closet Space—A Perfect Kitchen.

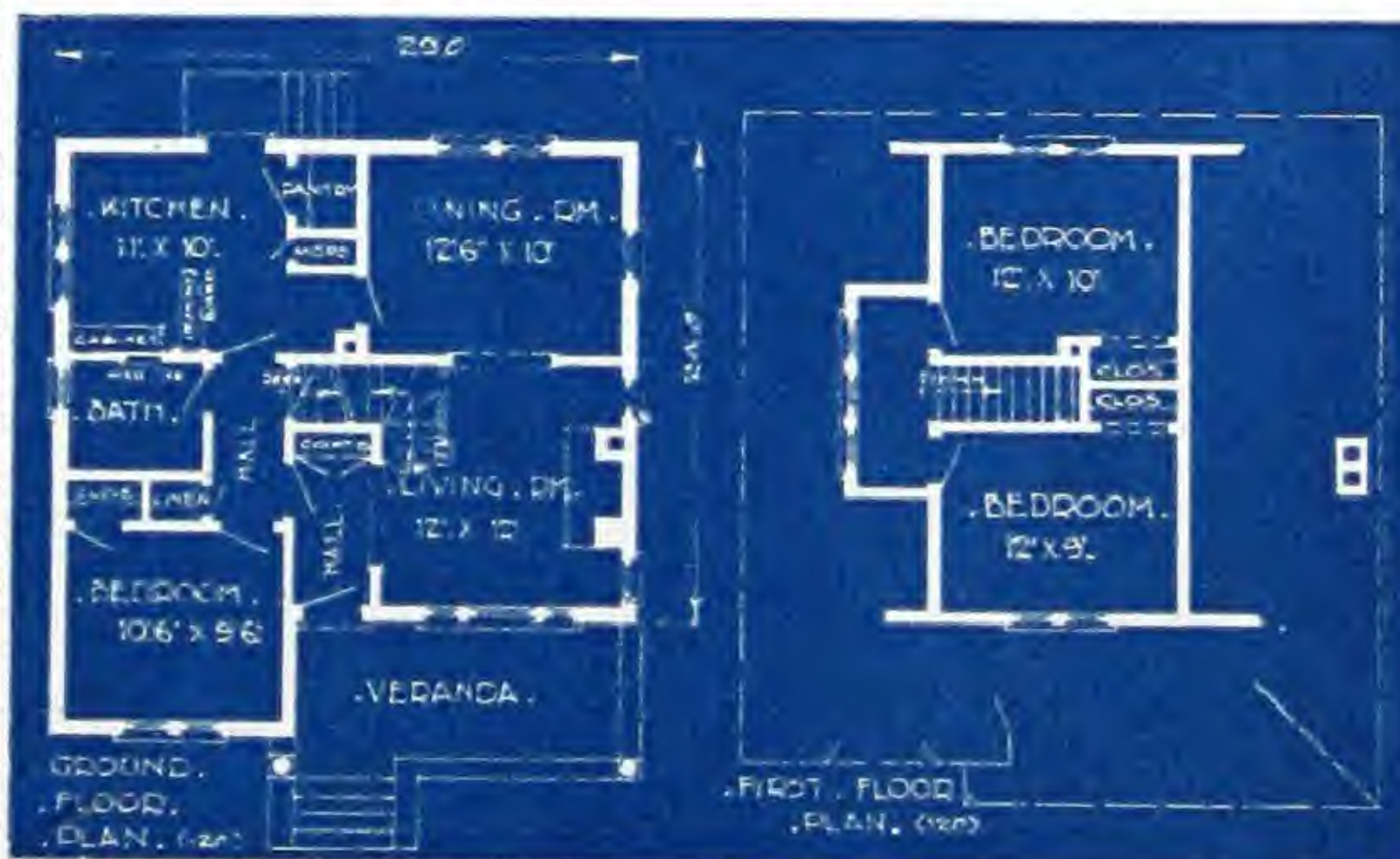
"We are getting along fine with the house and I'm proud to say that I will have a warm and comfortable home. Everybody that sees it says it ought to be warmer than any brick house. It sure will be a good demonstration for you folks. We had plenty of everything O.K."

Laverne Wolfe,
West Moncton.

Even the hall (which gives privacy to bedroom and bathroom, and access from kitchen to front door), has a linen cupboard. The kitchen is

splendidly arranged and contains built-in-cabinet, ironing board, mop cupboard and pantry. The bathroom is well-placed—a medicine cabinet is supplied. Nice big, sunny windows in every room. Size 29 ft. by 29 ft.

Veranda flower boxes are included in our price.

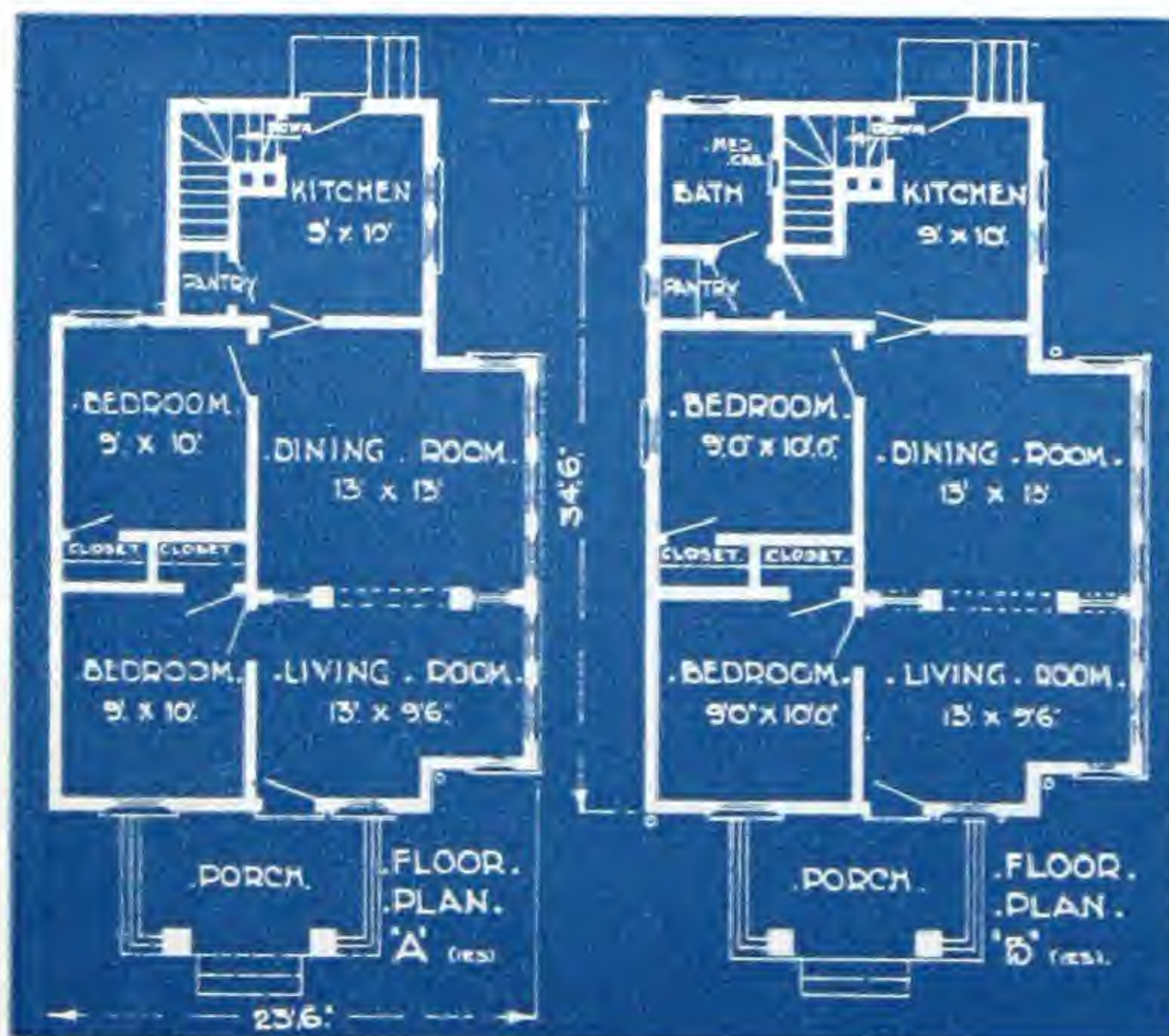


"I SAVED \$400 BY BUILDING THE HALLIDAY WAY."—J. R. Gasper.



"Sunnydene," Five Spacious, Sunny Rooms Charming Bungalow Design

THE unusual veranda with its open roof construction and set-in columns—the wing built like an enlarged bay window—the French Door—these are but a few of the features that give "Sunnydene" its distinctive character. Everybody likes it. And you will fall in love with it, when you examine the floor plan. The living room and dining room, separated by a colonnade, look like one big room and the effect is enhanced by the window which extends almost completely around the wing. In such a sunny, bright home, one couldn't help being cheerful and happy.



Bathroom Can Be Added, If Desired

Plan "B" shows how conveniently a bathroom can be added, if desired. Notice the big, roomy clothes closet in each bedroom and the well-lighted kitchen, with pantry. After studying "Sunnydene" from every angle, look at the price list. You will be surprised that a home with such desirable features costs so little.

Size 23 ft. 6 in. by
34 ft. 6 in.

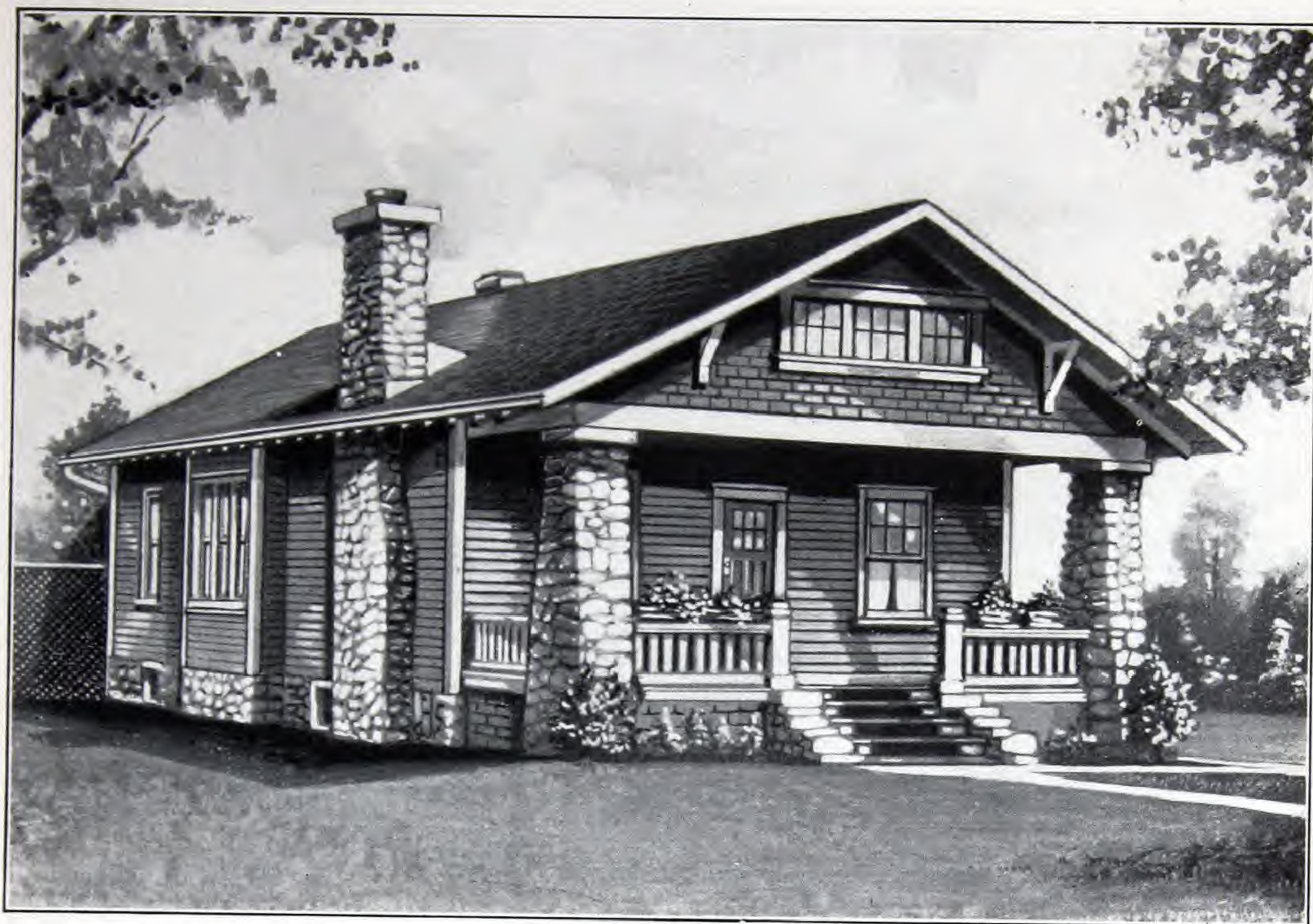
Niagara Falls.

"About a year ago I purchased a home from you and am greatly pleased with it."

R. A. Kennedy.

"I am delighted with the house."

Mrs. Lily Lye,
North Bay.



"Sunnyholm," a Five Room Bungalow That Commands Instant Attention

YOU can easily picture the charm of this home with the foundations, heavy columns and chimney built of fieldstones. Brick could be used without losing the characteristic distinction. The wide, full front veranda, the lines of the roof and the bay window in the dining room are what give this design its arresting appearance. Yet with all its character, it is actually one of the lowest-priced homes in our catalogue. Study the plans below, and you will see that not a square foot has been wasted.

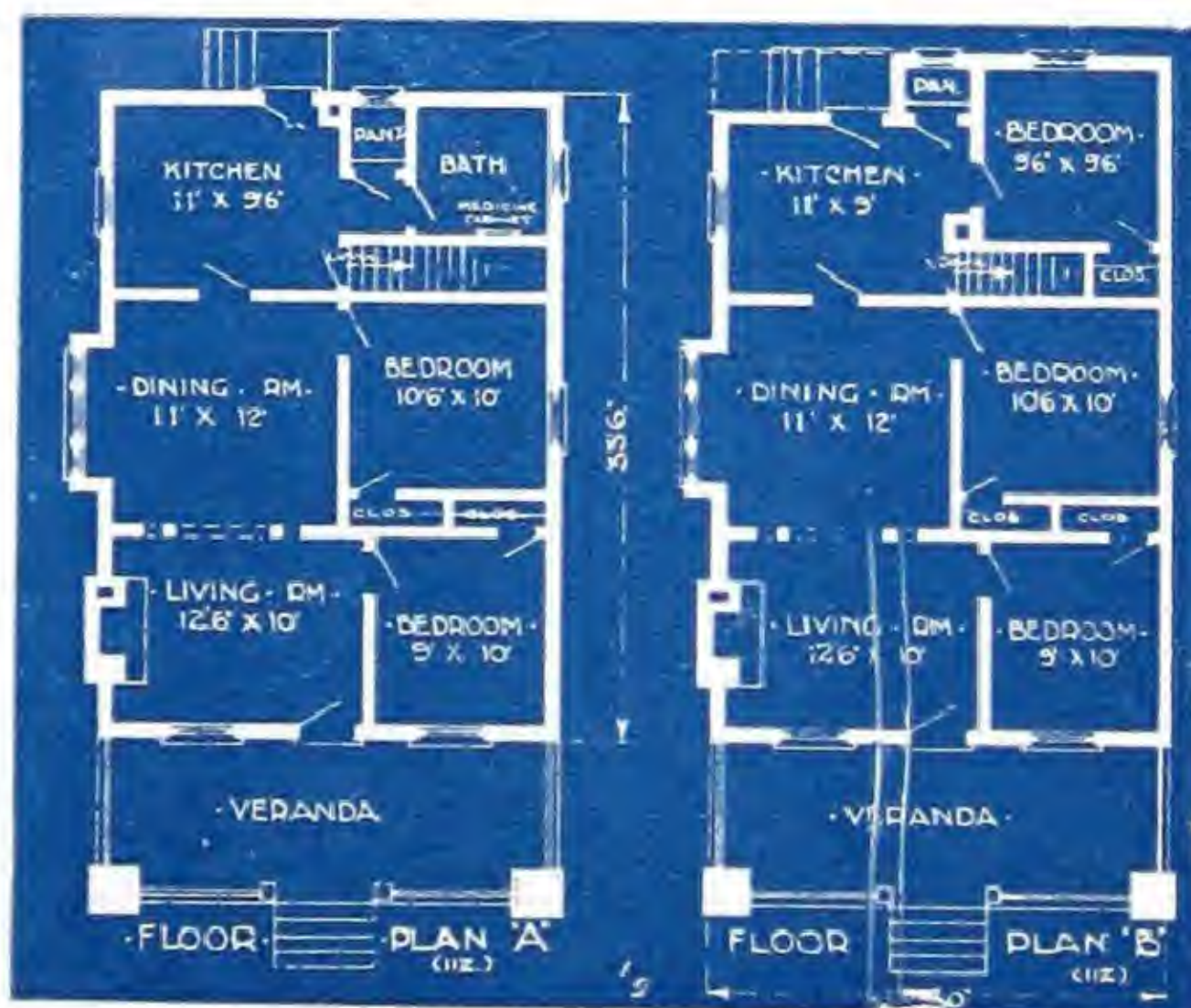
BURDENS BRING BLESSINGS

It is a brave thing, a good thing to take on the burden of a home. It may mean sacrifice, self-denial and close financing. But along these same channels come character, self-respect and independence.

START YOUR HOME SOON

Choice of Two Plans— Five Rooms With Bathroom—or Six Rooms

Two alternate plans are shown alongside. Make careful note of the size of the rooms. The big living room has a fire place and connects with the dining room through a colonnade. There's a clothes closet in every bedroom. "Sunnyholm" is 23 ft. wide by 33 ft. 6 in. long.



"WE GOT EXCELLENT MATERIAL AND PROMPT SERVICE.—MRS. L. THOMPSON.



"Sunnymede," A Distinctive Design. Five Rooms and Bathroom

Size 32 ft. by 23 ft. 6 ins.

HERE is a home that will always stand out among its neighbors. The inviting treatment of the wide veranda and the French windows matching the front door gives it an air of distinction. The convenient arrangement of the rooms makes Sunnymede a home to be desired.

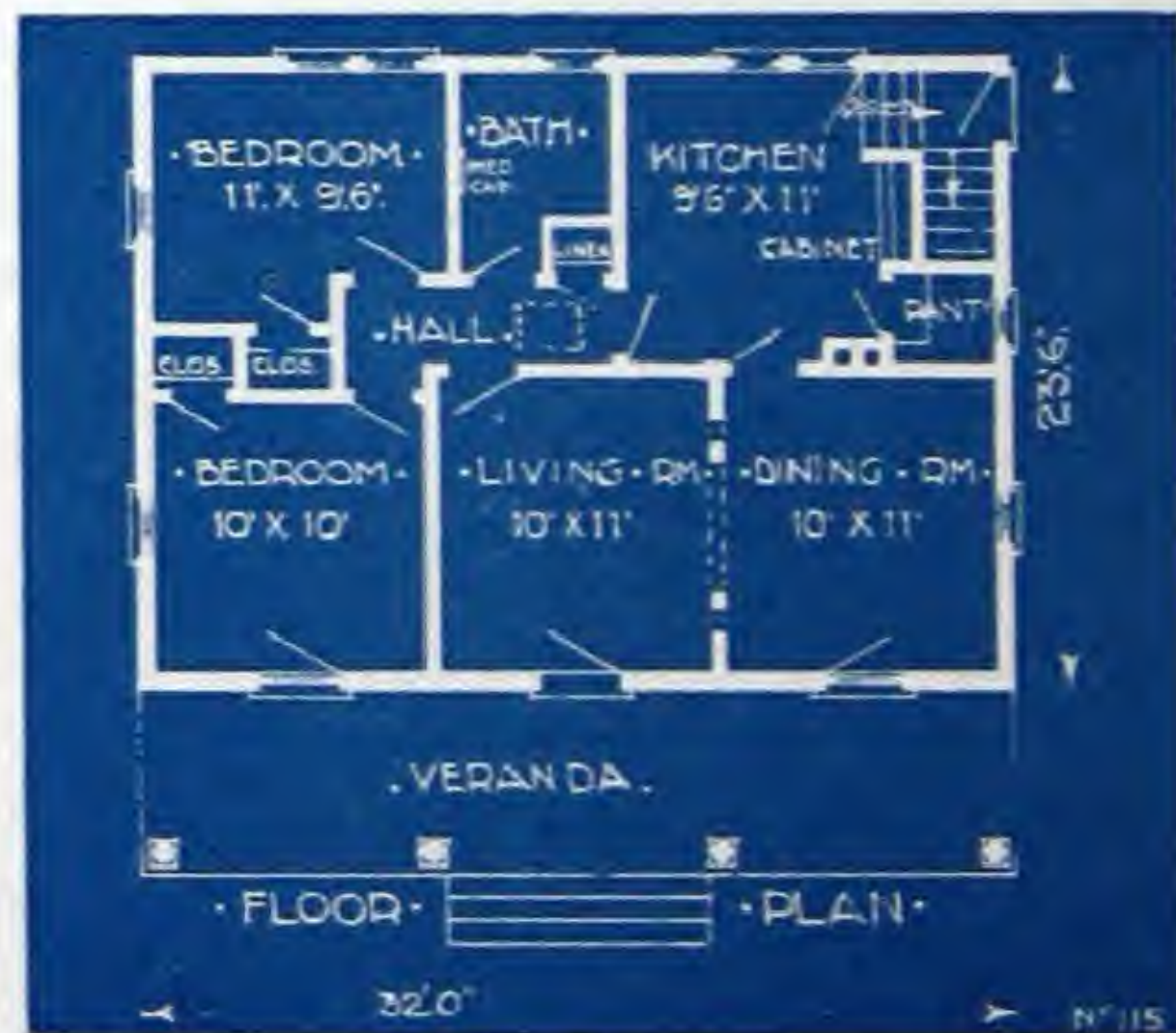
See what a convenient kitchen is provided with its pantry and built-in cabinet, with easy access to dining room. Then note the central hall, giving privacy to the sleeping quarters and bathroom.

The large combined living and dining room will always be a delight.

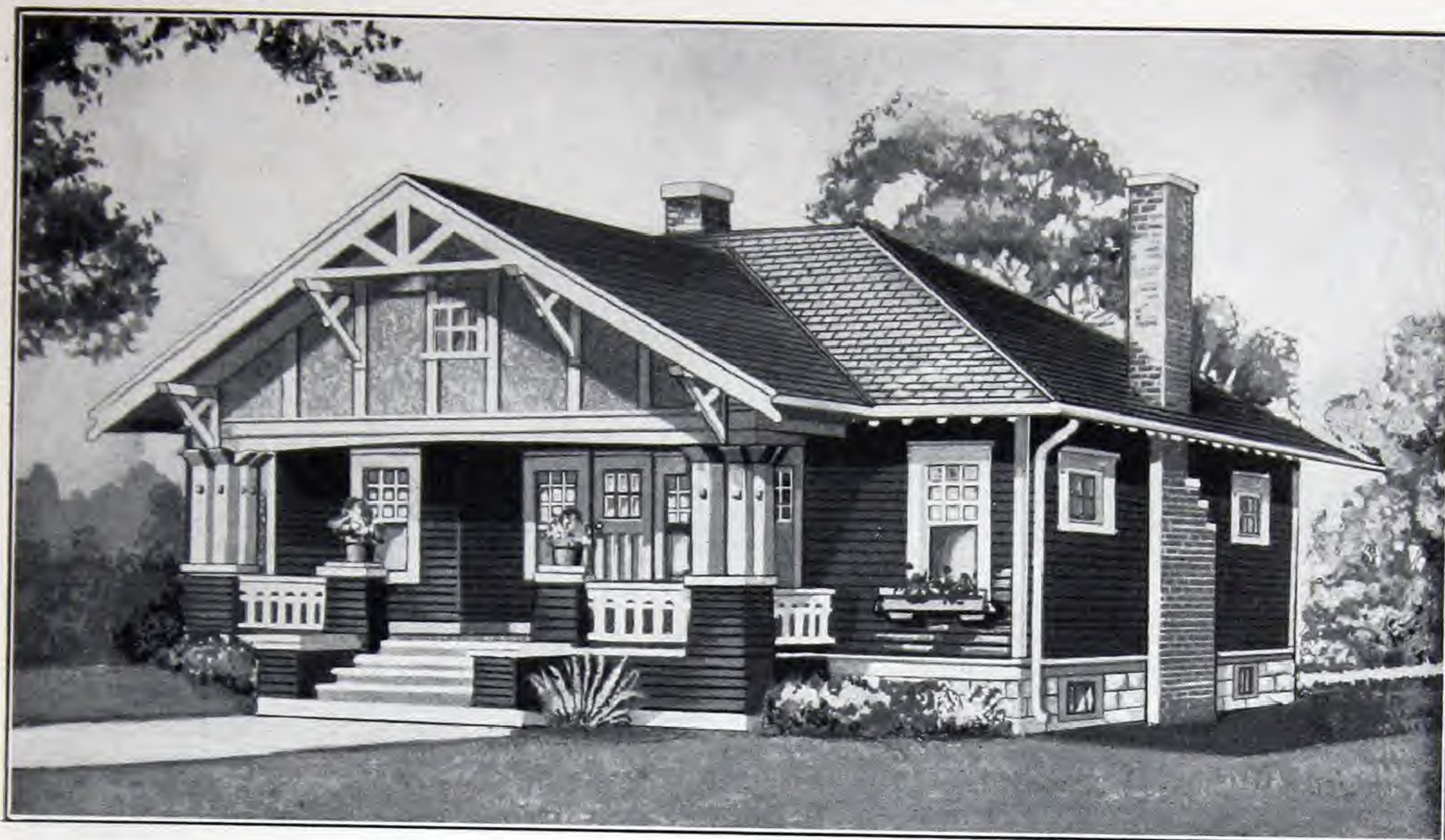
The attic is floored for storage use and more rooms can be added later if needed.

We are well pleased with our new house (Stirling) and it has been admired by so many. My husband built it all with very little help. It's sure a very comfortable, compact little home. We saved time and money in dealing with you. And was well satisfied with all material.

J. W. BANKS,
North Bay.

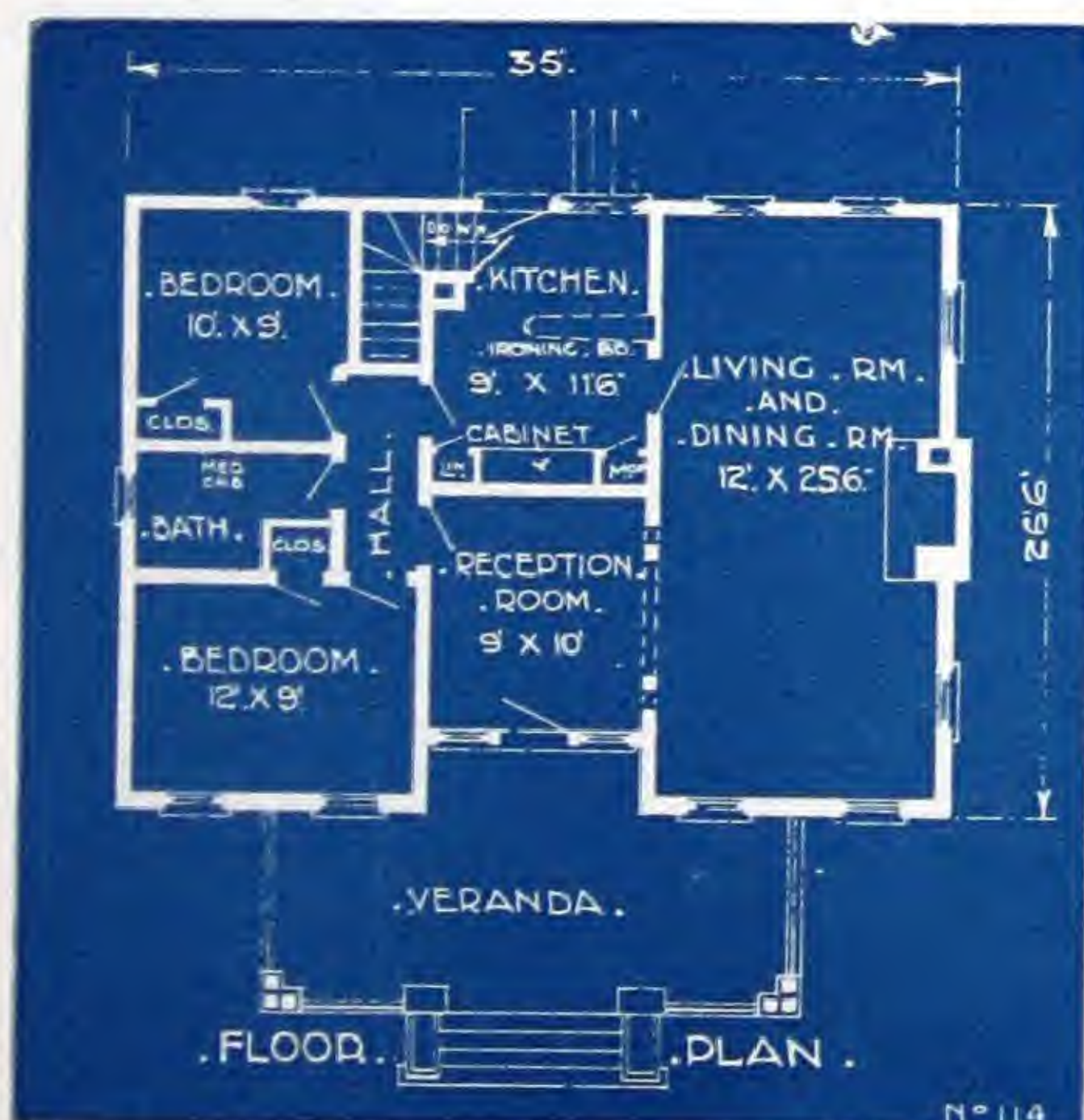


CHOOSE ANY COLOR OF PAINT YOU WISH



"Sunnycote," 4 Rooms and Bathroom with Lovely Reception Hall

HERE is a home planned with beautiful simplicity, yet lifted clear out of the ordinary by the distinctive veranda with its wide stucco gable and overhanging eaves. The symmetry of design is enhanced by finishing the veranda with siding to match the house. What a beautiful color scheme it offers! There's just as much character in the interior as in the exterior. A lovely wide reception hall—almost a room in itself—and opening on the large living room through a colonnade, gives a sense of spaciousness and comfort. The splendid large room with six windows instantly suggests why we have named this home "Sunnycote." Note the hall, which gives privacy to the bedrooms and bathroom. The bedrooms are both of nice size and each has a clothes closet.



A Kitchen Which Is Beyond a Woman's Criticism

In size, big enough yet not so big as to mean needless steps. There's a built-in kitchen cabinet, a built-in folding ironing board, a linen cupboard, and mop cupboard. Placed centrally, right in the heart of the house, handy to every room, it will serve to lighten the housework to a large extent.

Size—35 feet by 26 feet 6 inches.

Florence, C.B.

The carpenters say there is not six houses in Cape Breton with such class of lumber as in this bungalow.

S. Thompson.

Yesterday morning the weather was 12° below, house 65° with only medium fire. Am well pleased with Insulating Lumber as a plaster base for outside walls and upper ceiling.

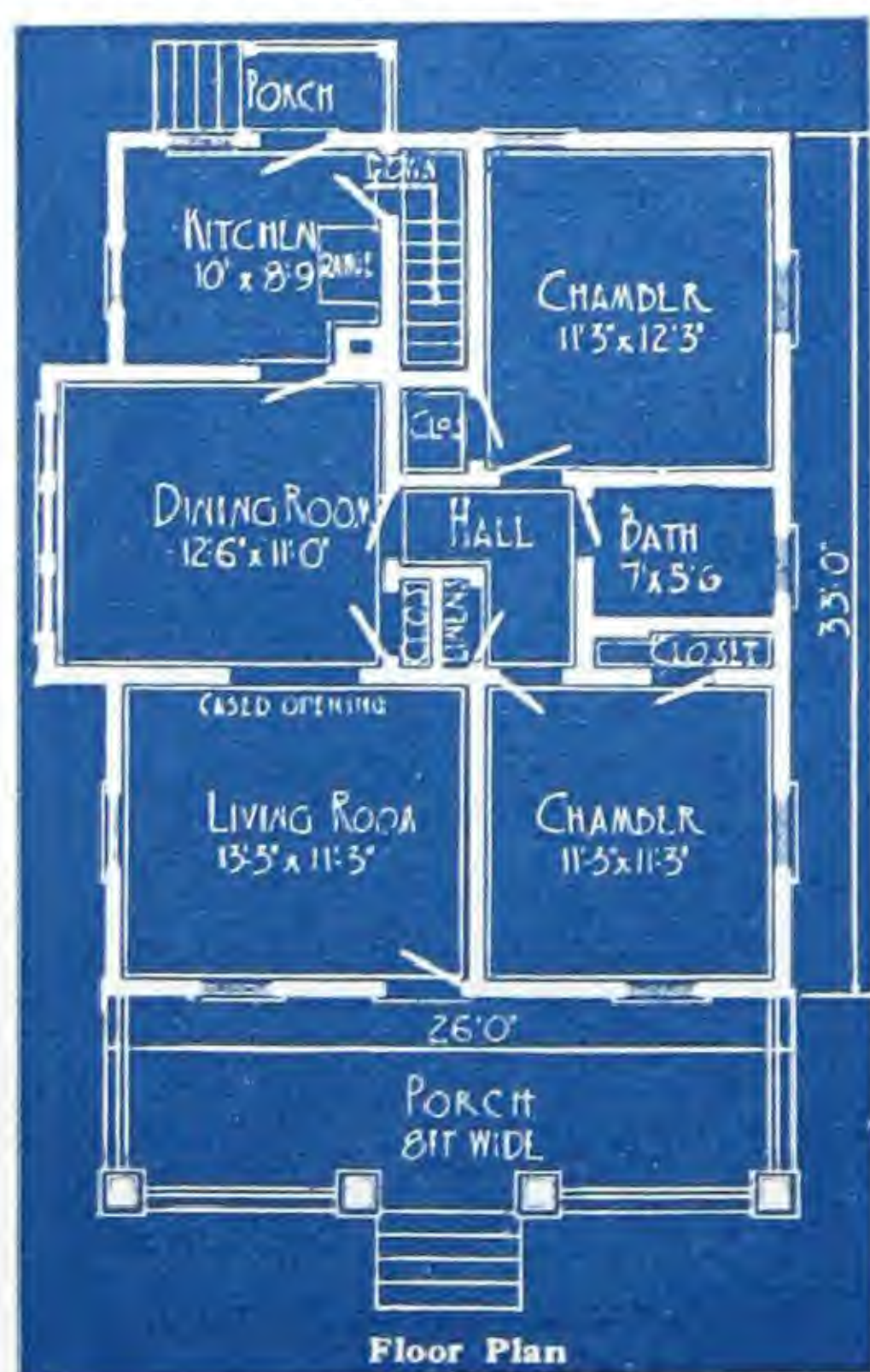
Mr. Geo. E. Foster,
Honeywood, Ont.

I ESTIMATE MY SAVING AT 20%.—A. E. JONES.



“Edge Lawn,” A Favorite Five Room Design

THERE has been a constant and steady demand for homes of this type. Pleasing exterior and the comfort and convenience of the plan explain its popularity at a glance. The floor plan makes use of every inch of space without crowding. A large, well-lighted living room, big dining room made bright and cheerful by its large bay window. The kitchen at rear is conveniently placed and has direct access to the cellar stairway. The two big bedrooms, with bathroom between, are separated from the living portion of the house by a cleverly arranged hall. Note the handy linen closet in the hall and the big clothes closets in each bed-room. Every room is well lighted and ventilated.



Comfort and Low Fuel Cost

“Edgelawn” can be kept comfortable with extremely low fuel cost. The insulated walls and ceiling stop heat waste. Every room will be warm and cosy in the coldest weather, and in the summer refreshing coolness will be noted.

Size 26 ft. by 33 ft.

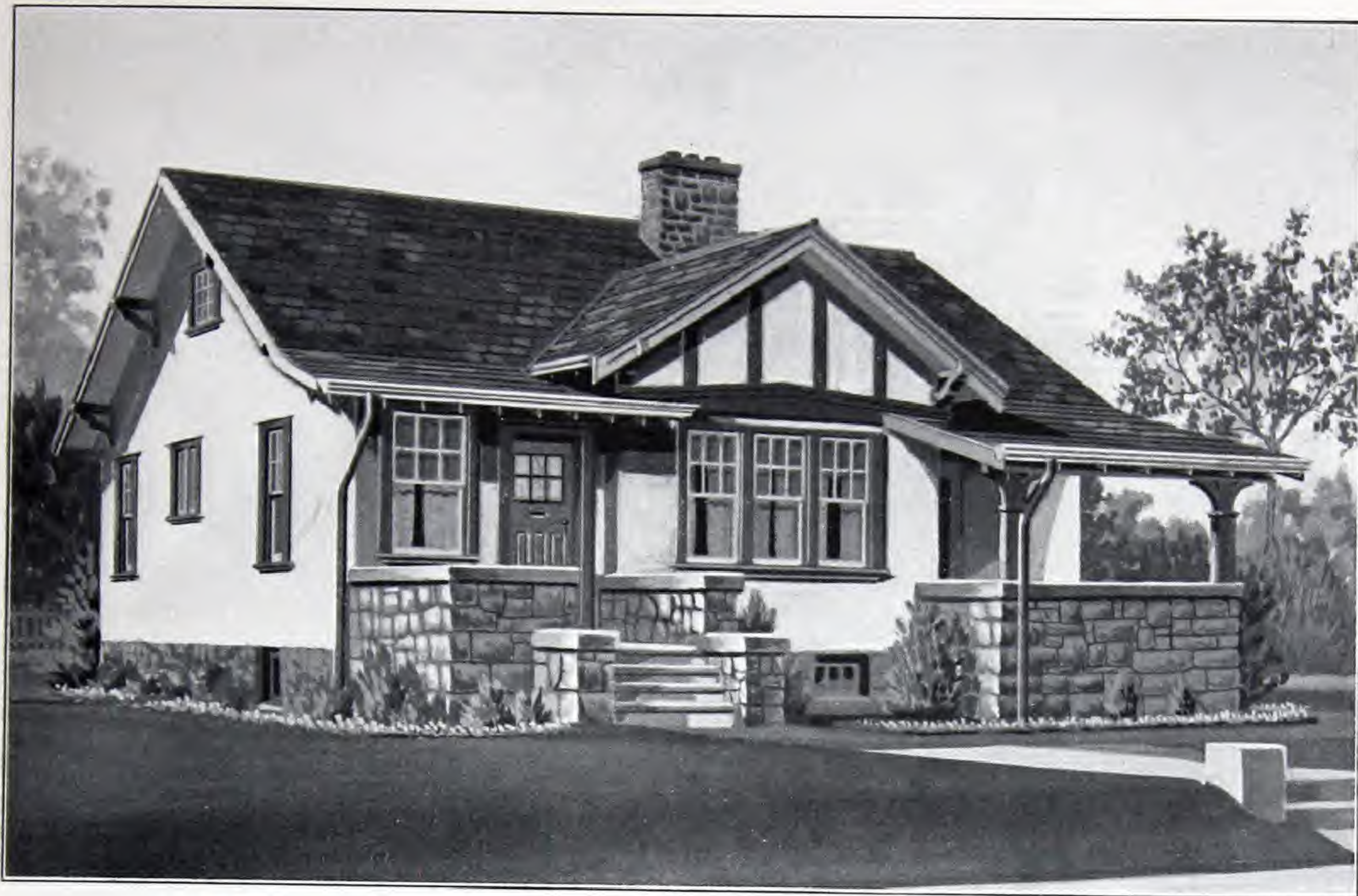
AN INVITED GUEST

Comfort never comes uninvited to any home. Not a chance visitor, comfort is present only after the way has been prepared for her coming. But when once she arrives she is there to stay!

PLAN FOR AND HAVE COMFORT

Mr. Haswell, Niagara Falls, wrote: “I have a lovely warm home this winter, and I notice in summer it is nice and cool too.”

OUR HOME IS FINISHED; WE FIND IT VERY WARM.—H. G. Ward.



“Homewood” A Home as Delightful in Appearance as it is in Comfort

THIS exquisite little bungalow will need very little introduction. Everybody falls in love with it at once. Delightfully simple in design, yet there's that “something” about it that distinguishes it wherever it is built. The happy treatment of stucco and half timbering is quite irresistible, and the long, low sweep of the roof just seems to be the last master touch.

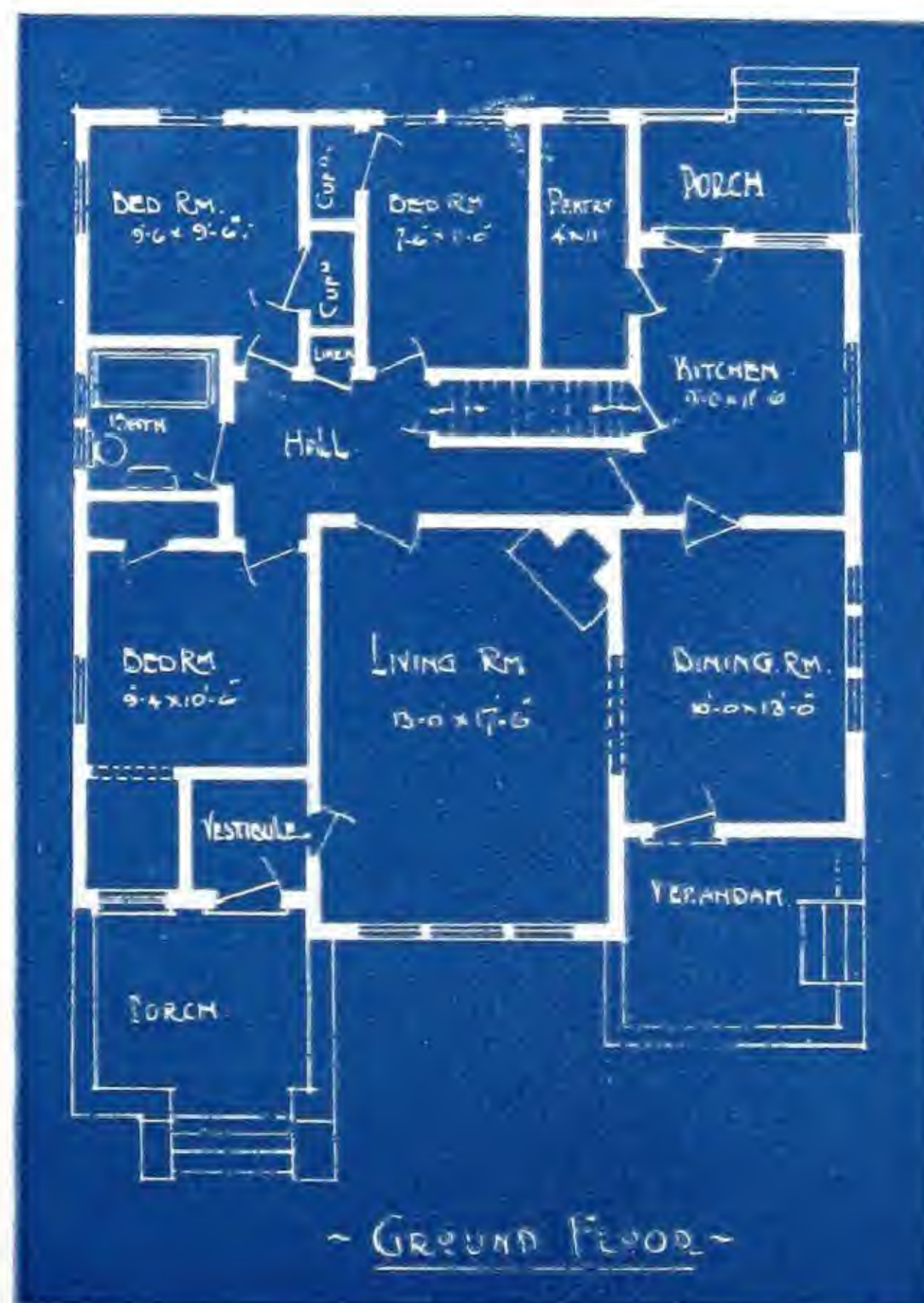
THE LAYOUT OF THE ROOMS IS WONDERFULLY CONVENIENT

There are six large rooms, three bedrooms, kitchen, dining room, living room and a bathroom.

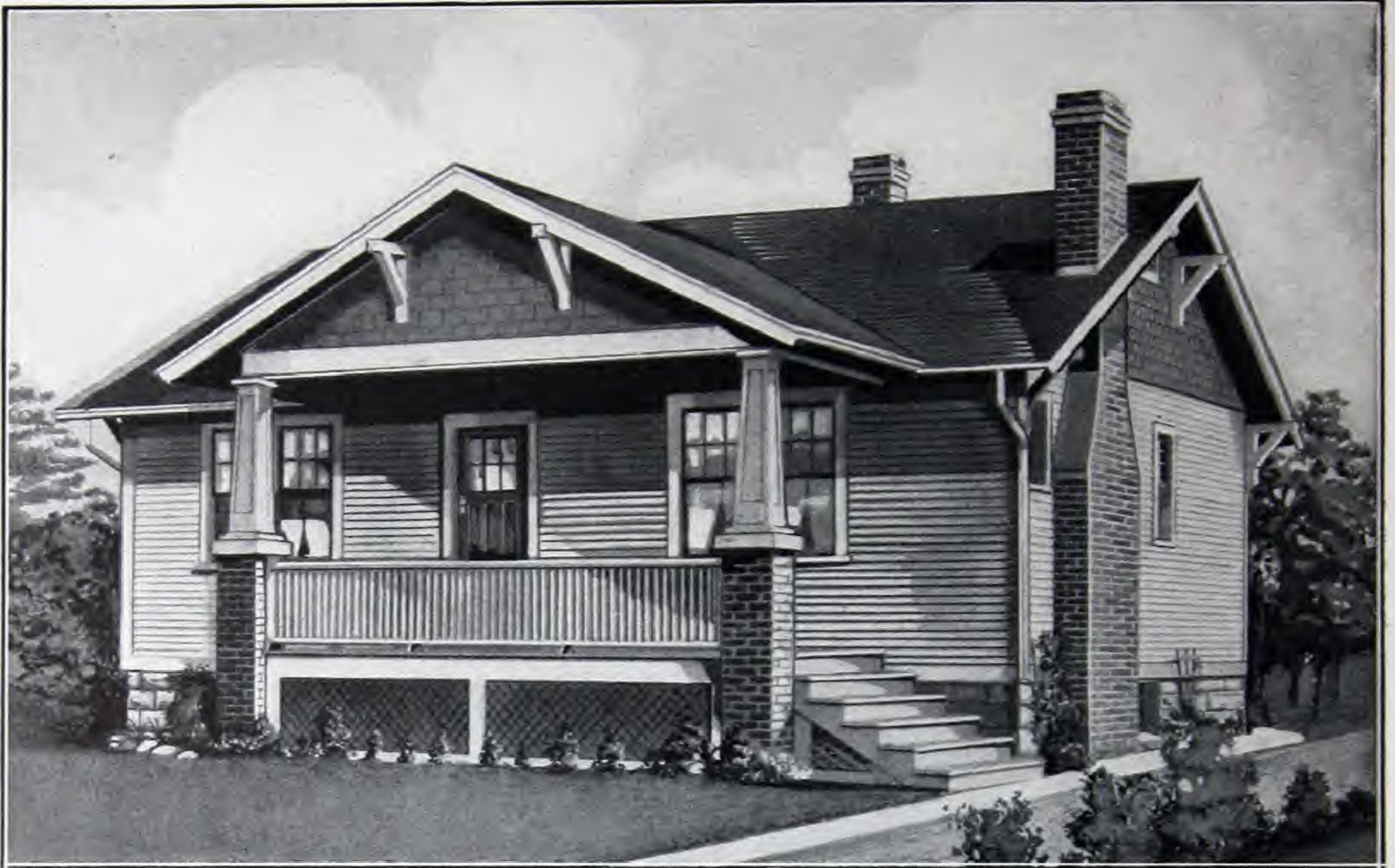
The Vestibule at the front door is a feature that you will like, and you will be delighted with the big pantry off the kitchen, and the linen closet in the hall. Each bedroom has a big clothes closet, too.

The roof need cause no worry, as all rafters are sent ready cut and fitted, it will be framed, before you know it. A good motto would be: “If in doubt choose Homewood.”

Size 35 ft. by 35 ft. 5 in.



THIS HOME SUPPLIED READY CUT.



"Marlborough" a Home with a Wonderful Living Room

SIMPLE and substantial, "Marlborough" is a Halliday design which has noteworthy character. The unusual veranda with its opposed roof gives a very striking effect. You will like "Marlborough" still more when you examine the floor plan. The wonderful big living room—has a fireplace and becomes the very heart of the home.

Through a colonnade, it opens on the dining room, which has three windows.

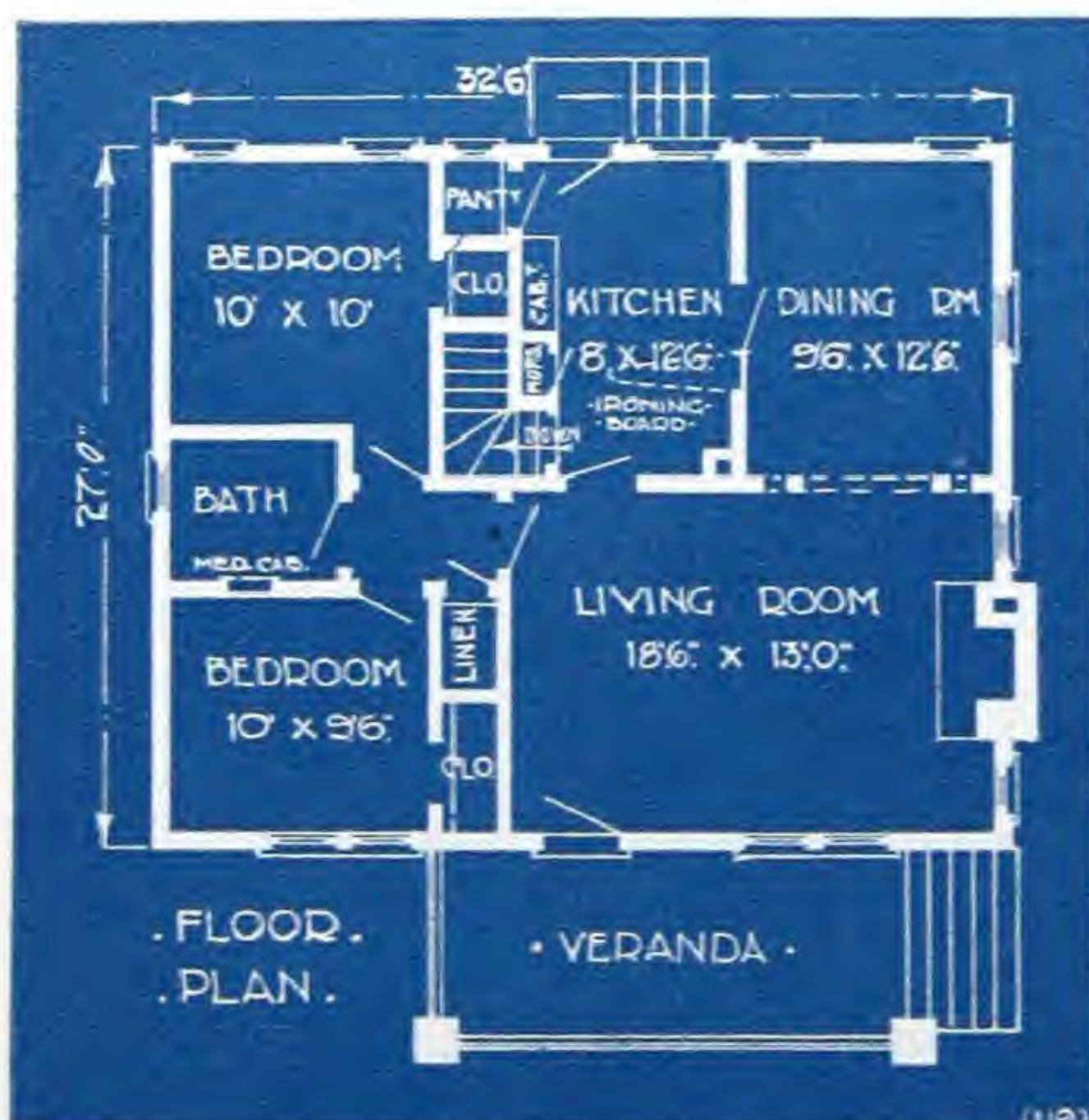
Five Rooms and Bathroom

Both bedrooms have a big clothes closet and in the hallway is a deep linen cupboard. The kitchen is fitted with pantry, mop cupboard, folding ironing-board and built-in cabinet. The bathroom has a medicine cupboard. "Marlborough," as the price list shows, is a real buy.

Size 32 ft. 6 in. by 27 ft.

THE ANSWER IS EASY

One man took his savings and bought a car to give "the wife and the kids" a good time. Another man took his savings and built a house to give his family a **Home**. Which family has the most to show in five years?

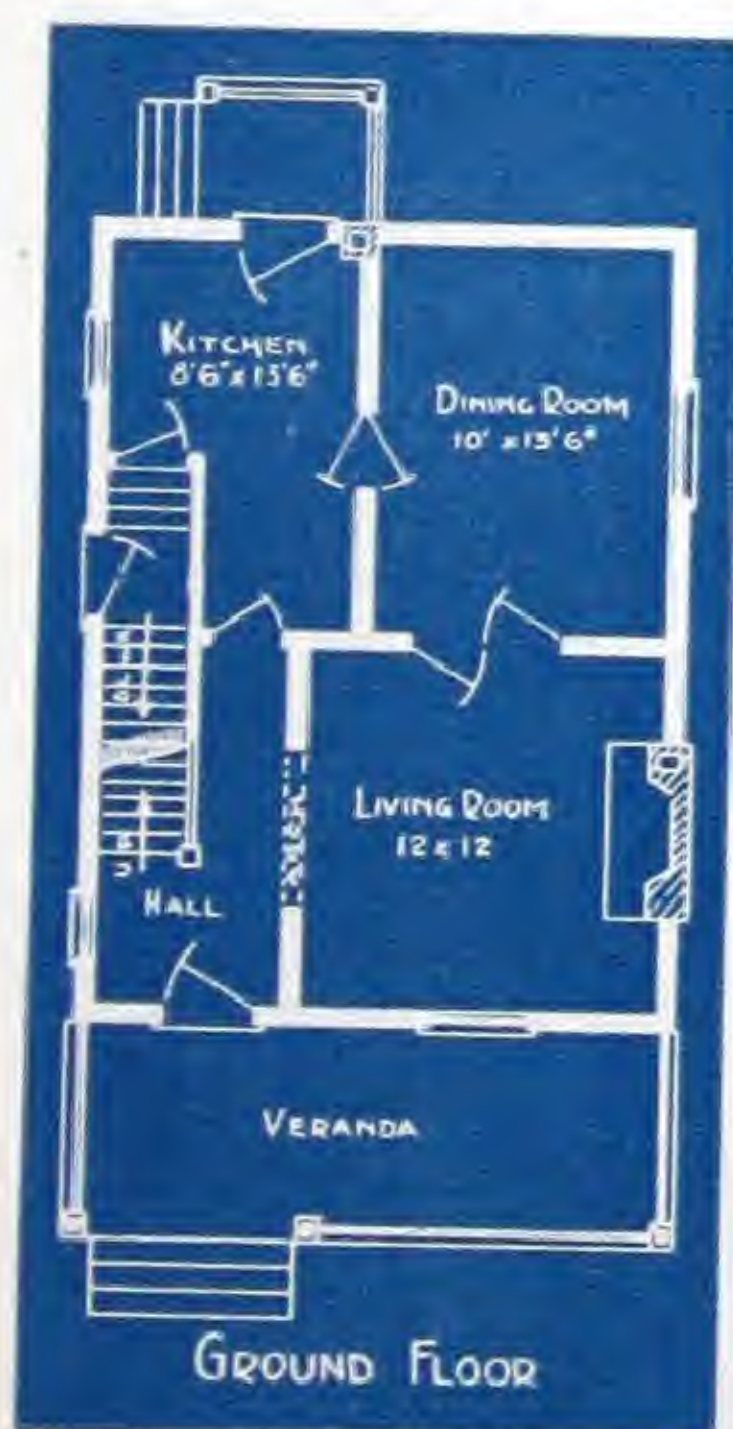


THIS HOME SUPPLIED READY CUT.



“Norwood” An Ever Popular Design Attractive in Price as Well as Appearance

ON account of its neat appearance, convenient layout and low cost, “Norwood” has always been a popular home. Study the plan for a while and see how compactly it is laid out, with not an inch of waste space. You enter into a roomy hallway, which runs directly to the kitchen. The stairs run up on the left and on the right is an open archway leading into the spacious living room, made cheery by the fireplace.



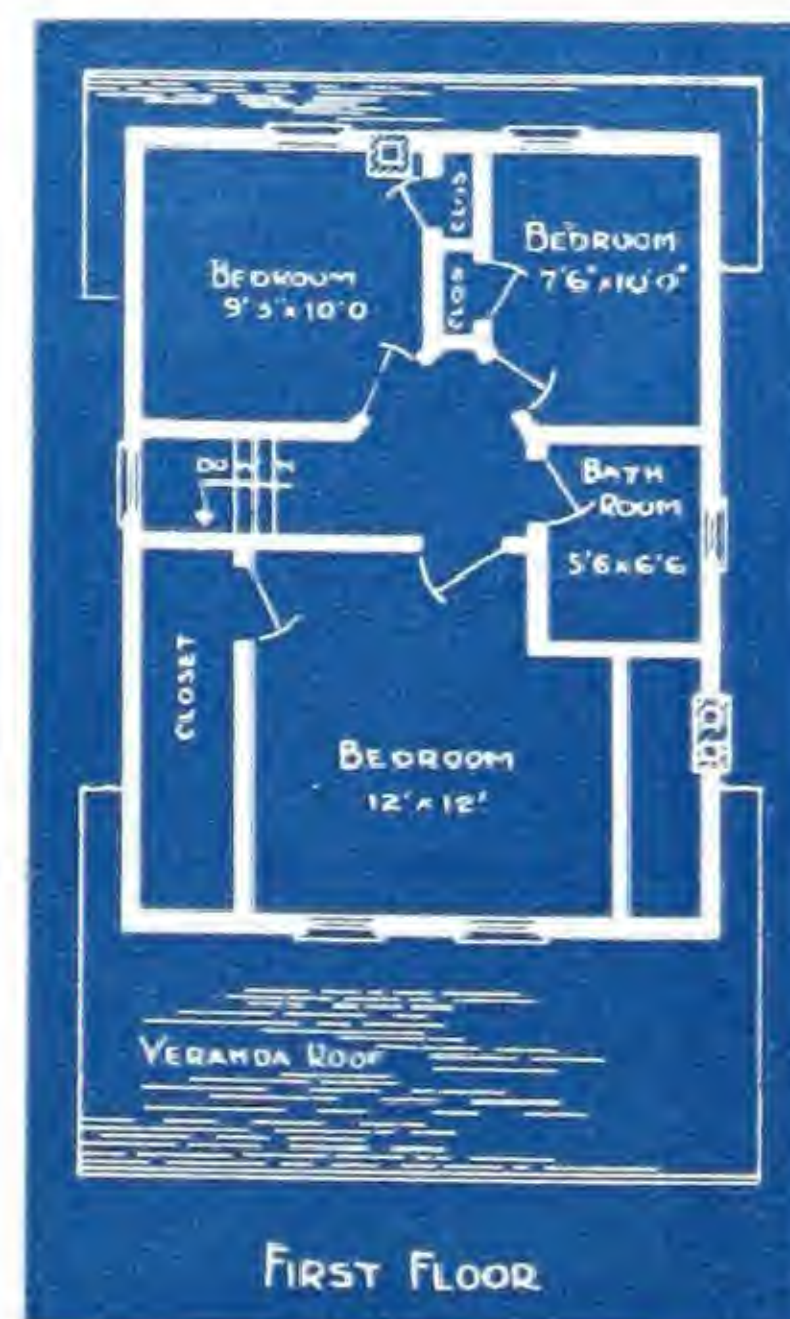
Swinging doors separate the dining room, which is connected with the kitchen by a double acting door. Three large bedrooms and a bathroom upstairs with plenty of closet space, comprise the sleeping quarters. Comfort and convenience are combined in an attractive design, at a price that will surprise you.

CAN BE BUILT ON A 25-FT. LOT.

If your lot is narrow here is just the home to suit it. A twenty-five foot lot will allow room for a walk to side and rear doors.

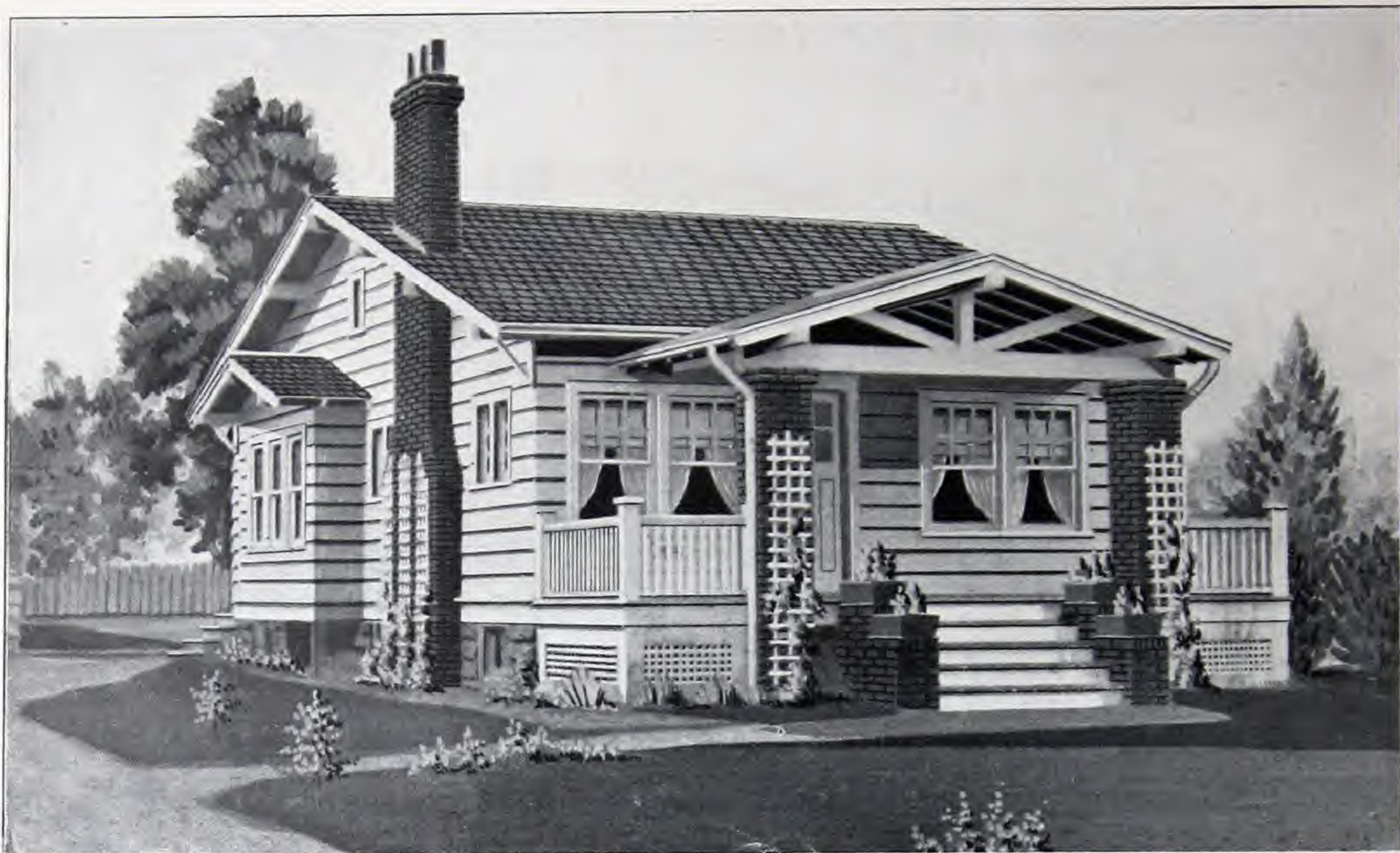
Mr. John Steer, Berkeley, gives you this assurance of better materials and a comfortable home. He says: “In regard to your inquiry, I can honestly say yes to your questions concerning the home supplied by you. It is A REAL COMFORTABLE HOME, very little fire heats the whole interior. Everyone who sees it and examines the home speaks highly of it.

JOHN STEER, Berkeley.



Size 20 ft. by 27 ft.

THIS HOME SUPPLIED READY CUT.



"Blue Bird Cottage" A Charming Little Home That Fairly Radiates Comfort and Happiness



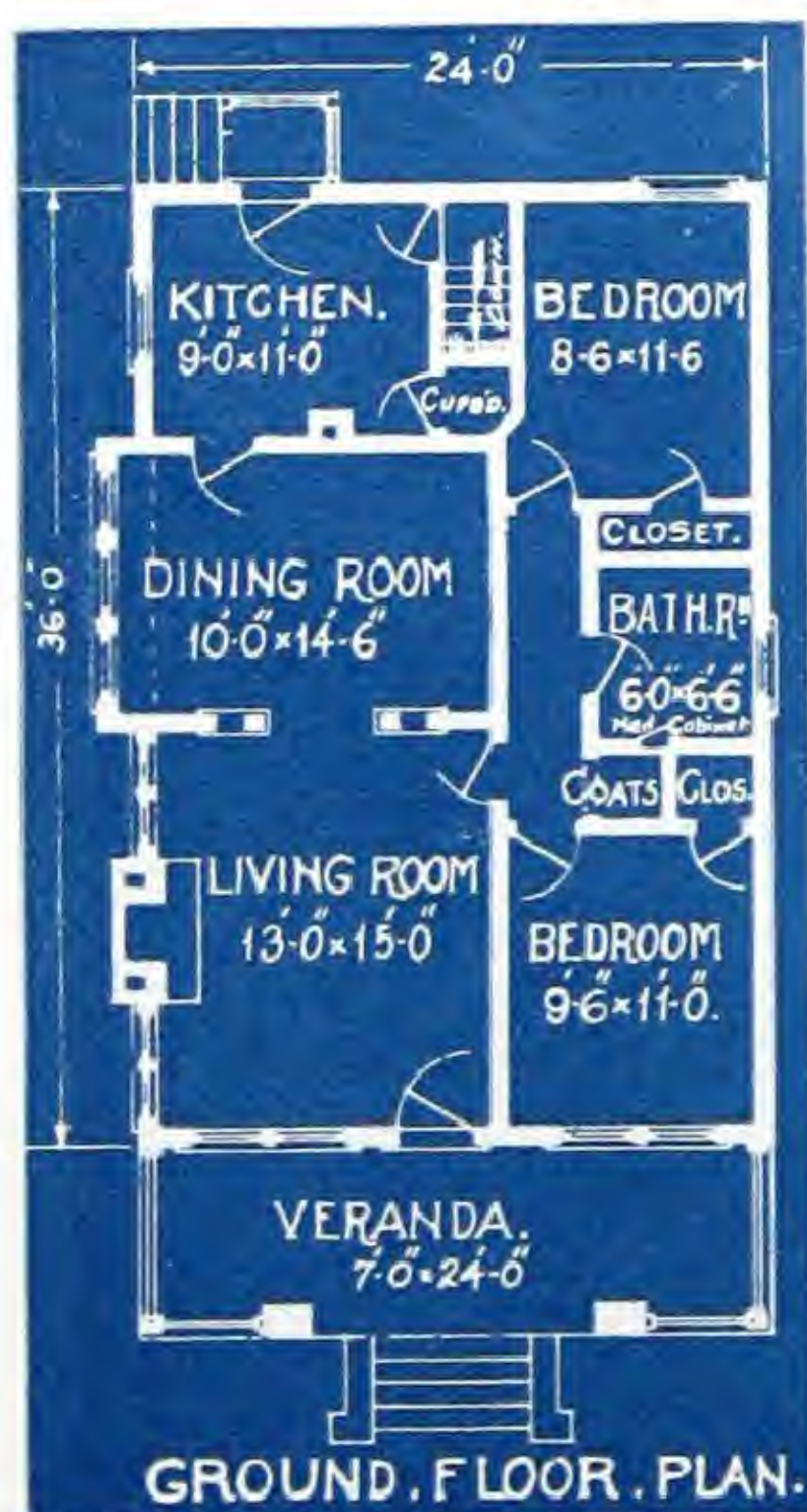
WHO wouldn't be happy in the possession of such a lovely little home as this? Its the kind of home that makes dreams come true, isn't it? Charming in design and unusual in effect, it is sure to prove a popular model.

See the new type veranda, an open raftered roof over the centre part and two uncovered wings. This arrangement gives the effect of a full veranda and yet allows plenty of light for the front rooms. The interior arrangement is just as nice as the outside appearance too. Five lovely well lighted rooms, and a bathroom are provided for, with plenty of closet space as well. See what a lovely living room it is, with its cheery fireplace; then note the large dining room separated only by a colonnade, and with its big bay window. A fine roomy kitchen with a handy cupboard or pantry is also arranged for, with cellar stairs leading directly down.

A CONVENIENT HALL WITH COAT CLOSET.

A feature of the interior layout is the convenient central hall and the handy coat closet, which provides privacy for the two big bedrooms and the bath room.

Heavy Bungalow Siding is used for the outside finish of this home.



Size 24 ft. by 36 ft.

Richmond, Ont.

"We are quite pleased with the home and wish to thank you for the kind consideration you have always shown us during our building acquaintance, which will not be easily forgotten. We find it very convenient and comfortable." AGNES BECKETT.

THIS HOME SUPPLIED READY-CUT



"Sunnyview," a Cosy 5-Room Cottage, Ideally Planned

THE picture itself proclaims the good taste and charm of this five-room bungalow. But the floor plan below tells still more of its masterly design. What more could you ask in compactness? Every square inch is livable. Wall space of the living room especially, is planned so that piano, davenport, tables and chairs can be arranged conveniently and attractively without being in the way. The dining room and living

room are separated by a colonnade, which adds to the impression of spaciousness to rooms which are already of good size and proportion—notice how well placed the windows are—to give lots of light and yet allow the proper placing of furniture.

A Snug, Warm, Attractive Home, at a Price Unbelievably Low

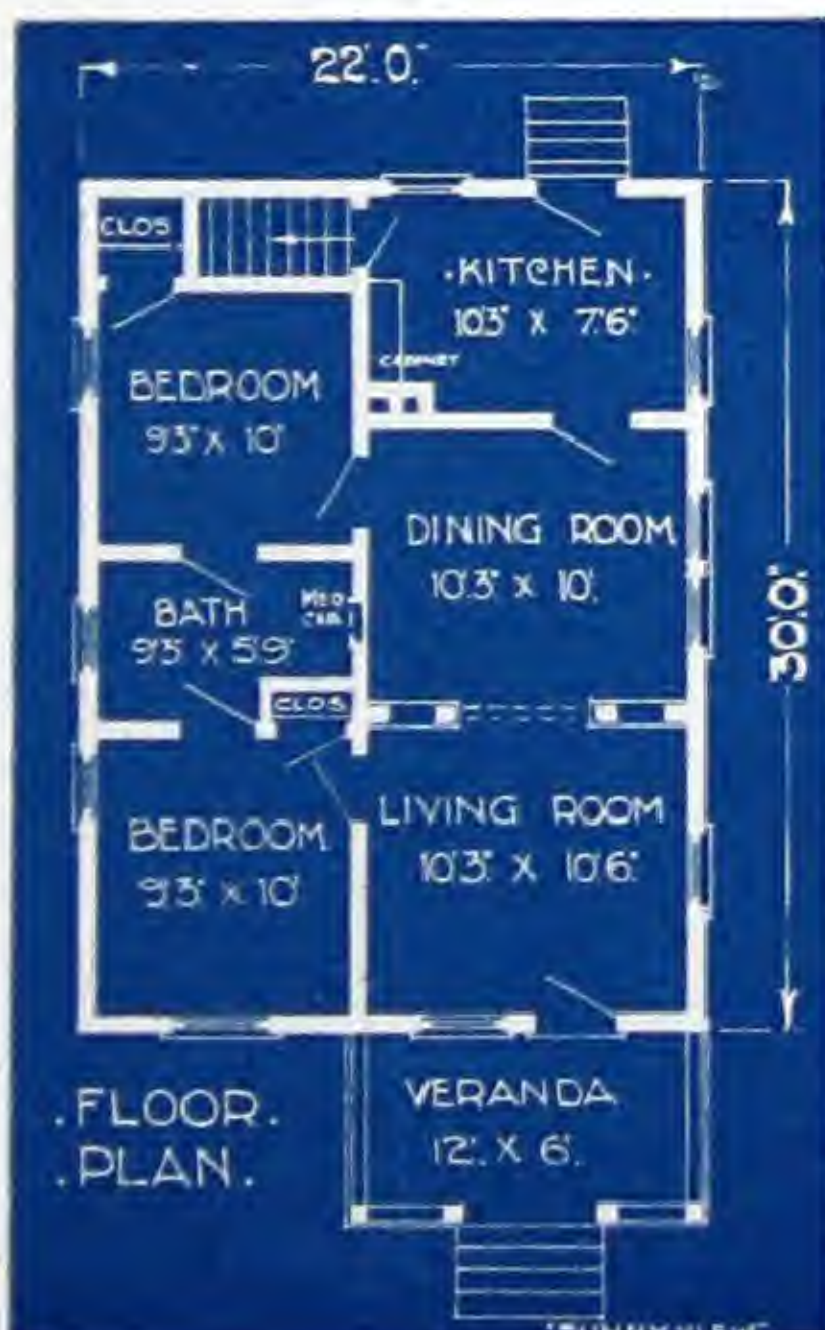
"Sunnyview" is one of our prettiest homes. The shingle finish gives it an air of distinction and cosiness. It would be difficult to find a more easily built or a better home by any standard. Women folk will commend especially the kitchen, which is roomy, well-lighted and excellently arranged.

Size 22 ft. by 30 ft.

"The home supplied by your firm on the Hamilton plan is very satisfactory. The materials are good and up to specifications. We are especially pleased with the hardwood floors and the trim which is of beautiful grain and quality.

"We have no hesitation in stating that several hundred dollars have been saved in the building of this Halliday home."

CHAS. M. BALL,
Dundas, Ont.

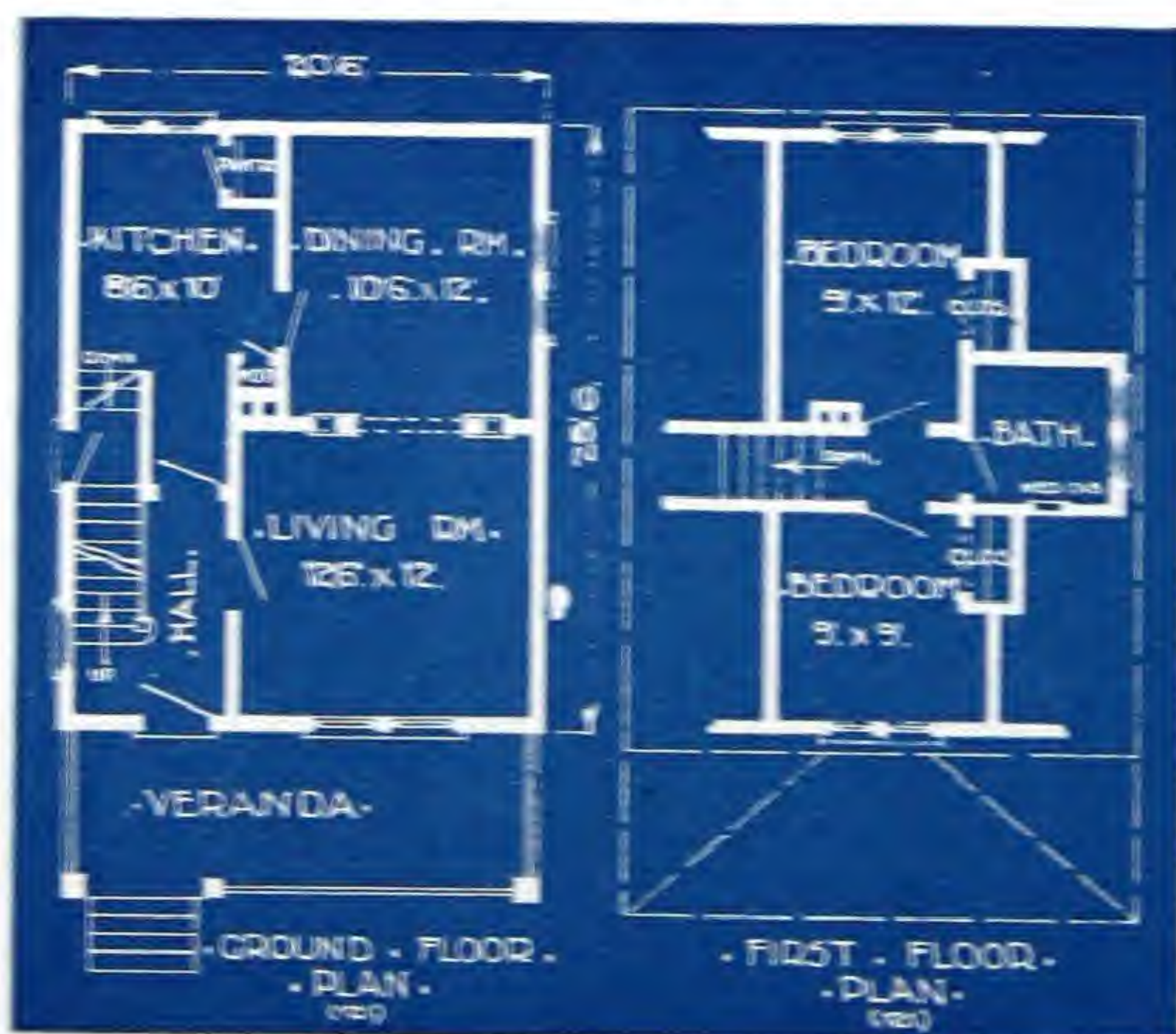


THIS HOME SUPPLIED READY CUT.



“Stirling,” a 5-Room Home That is Attractive in Price

HERE is a home that is quite inexpensive and yet its architecture commands attention. The roof and veranda have splendid lines that give the exterior a substantially, stylish appearance. The floor plan has two interesting features—a through hall to the kitchen, and a side door. The living room is of a nice size and opens on to the dining room through a colonnade.



Bathroom Is Upstairs

The dormer in the roof provides space for a roomy bathroom. Both bedrooms are cosy and have large clothes closets. The kitchen has a pantry and a cupboard for mops, etc. This compact, attractive home is one that is very easy to heat and the ventilation plan ensures coolness in summer.

Size 20 ft. 6 in. by 25 ft. 6 in.

“We have found our Hedgerow home to be very comfortable and cosy, and on account of convenient layout seems much larger than it really is. It is very attractive on both inside and outside. We are pleased with it in every way and shall highly recommend the Halliday Company to our friends.”

Mr. and Mrs.
Glen E. Quick,
Leamington.

THIS HOME SUPPLIED READY CUT.



"Westmount," a Delightful Stucco Home with Charming Bungalow Effect

THERE is nothing that gives a more cosy or homelike effect than stucco, and when combined with a design like Westmount, the combination is irresistible. But the beauty of this delightful home is not all on the outside, as a glance at the plans will show. A convenient vestibule for coats and rubbers leads into the main hall, from which you enter the big, cheery living room, with its cosy fireplace. The dining room is connected by an open archway.

A Built-in Cabinet and Ironing Board in Kitchen

Even the kitchen is a delight; of good size and easily accessible to all parts.

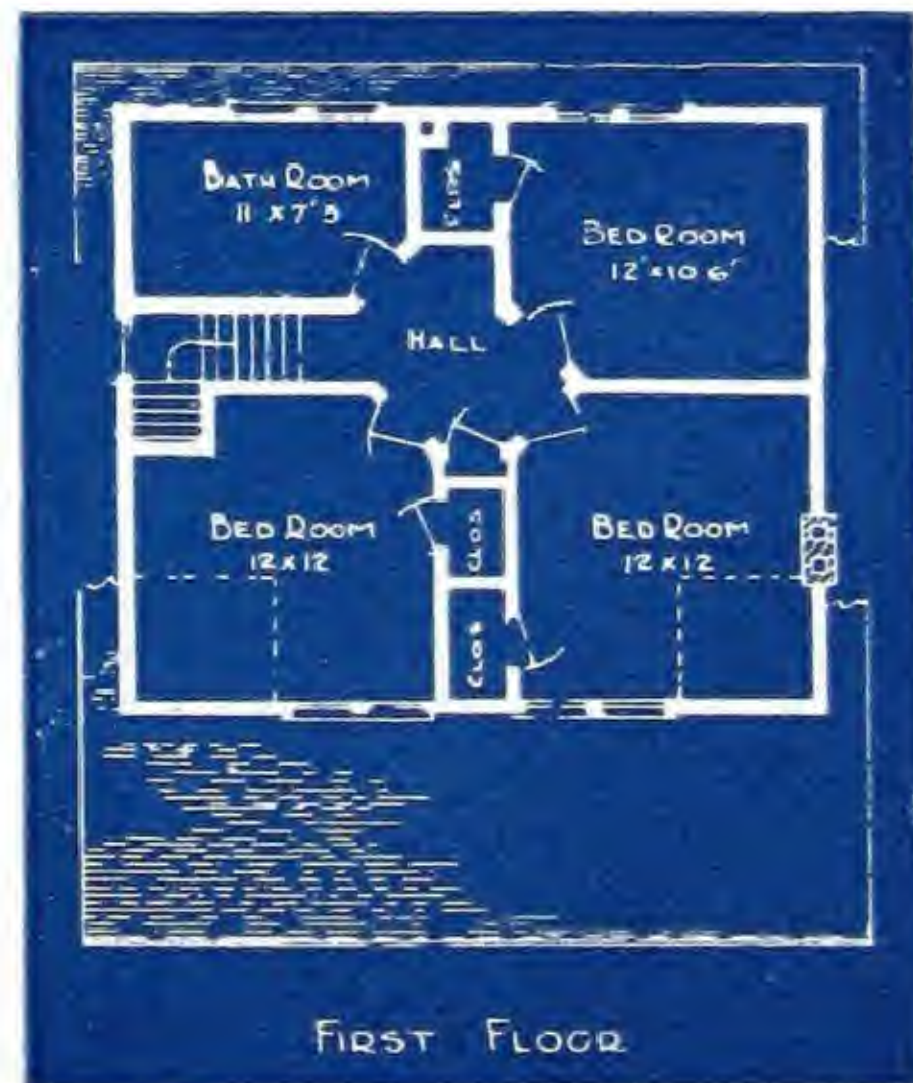
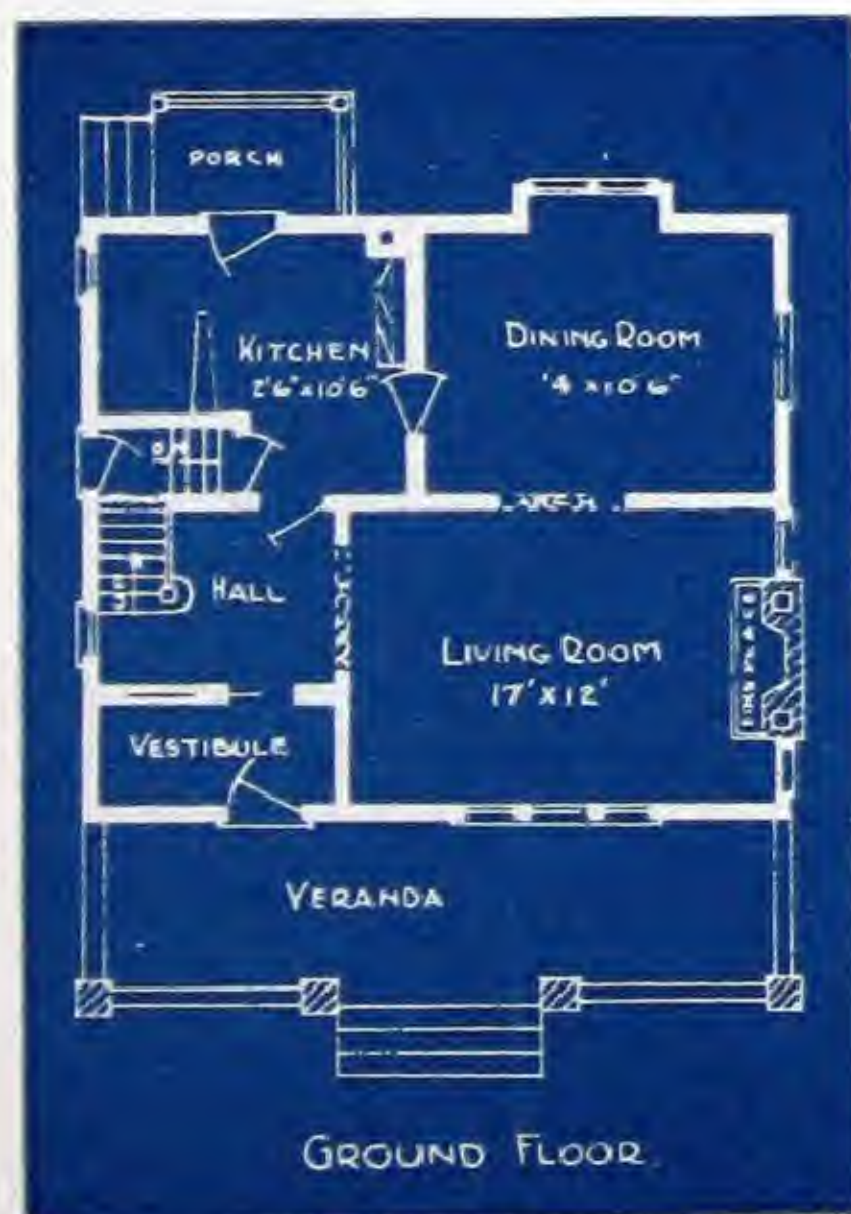
Upstairs are three big bedrooms and a bathroom. Each bedroom has a closet.

I can say that the material supplied was the very best, and there was no difficulty in following the plans.

The inside finish was first class, and the doors particularly well made.

The house is well built and very conveniently laid out.

A. E. OUELLETTE, Contractor



Size 28 ft. by 24 ft.

THIS HOME SUPPLIED READY CUT.



"Rosedale," a Delightfully Distinctive Bungalow Design of Five Rooms

THE unusual lines of the roof is what lends such distinctive charm to this pretty home; it will cause enthusiasm wherever it is built. The plan is well arranged; there is a fine, roomy kitchen, with a rear door leading on to a small porch; adjoining is the dining room which overlooks the veranda.

YOU WILL BE DELIGHTED WITH THE LOVELY DINING ROOM.

The bay window makes this a doubly attractive room, and the archway leading to the dining room gives an air of spacious comfort. Leading up from the living room, the stairway takes you to the upper floor, where there are two large bedrooms. The bathroom is placed on the ground floor.



Gentlemen:

Port Perry, Ont.

My house is not to be occupied till next summer, so we have been going ahead about the building in a leisurely way since getting it closed in. Just now we keep it warm enough to work in with a small wood stove, which seems to confirm the opinion of more than one person who observed the construction and prophesied that it would be the "warmest house in town."

H. NASMITH.



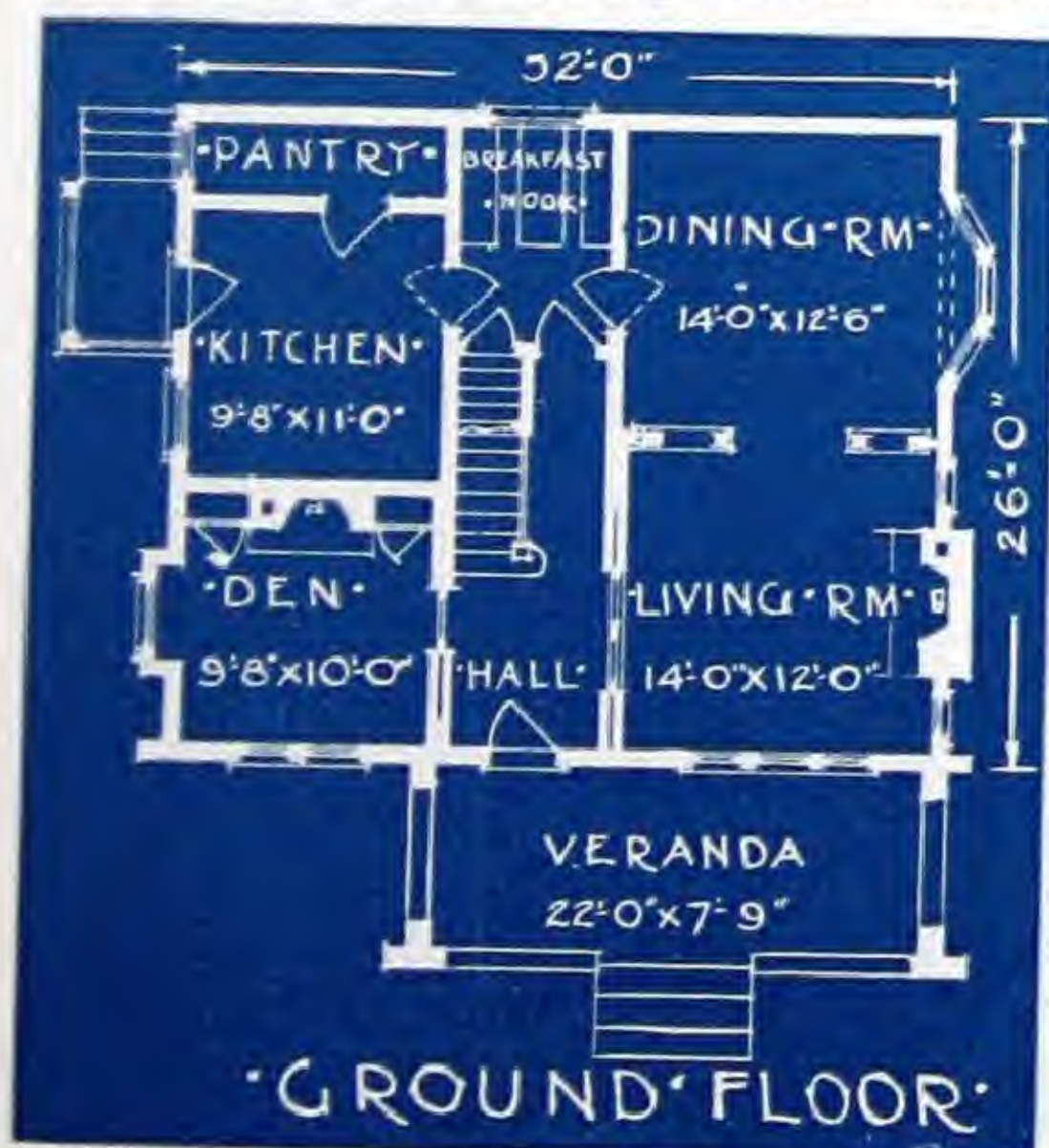
Size 25 ft. 6 ins. by 28 ft.

THIS HOME SUPPLIED READY CUT.



"Hamilton," a Lovely Stucco Home That Smiles its Welcome

EVERYONE likes this charming bungalow, and no wonder, for it seems to be all that makes a home worth while. The attractive design of the exterior with the added charm of stucco, combine to make it one of the loveliest homes we have ever offered. The interior arrangement is all that can be wished for, a wide hall with the stairs leading directly upstairs. On the right a big, cheery living room, entered through sliding French doors. On the left a cosy den, with fireplace and book cases built in. The dining room is another lovely room, made more attractive by the large bay window, a colonnade divides the dining room from the Living room.



A Handy Breakfast Nook

Between the dining room and kitchen a breakfast nook is placed with built-in furniture. The kitchen is large, and has a fine, big pantry.

The arrangement of the rooms upstairs provides three big bedrooms and a bathroom, conveniently arranged.

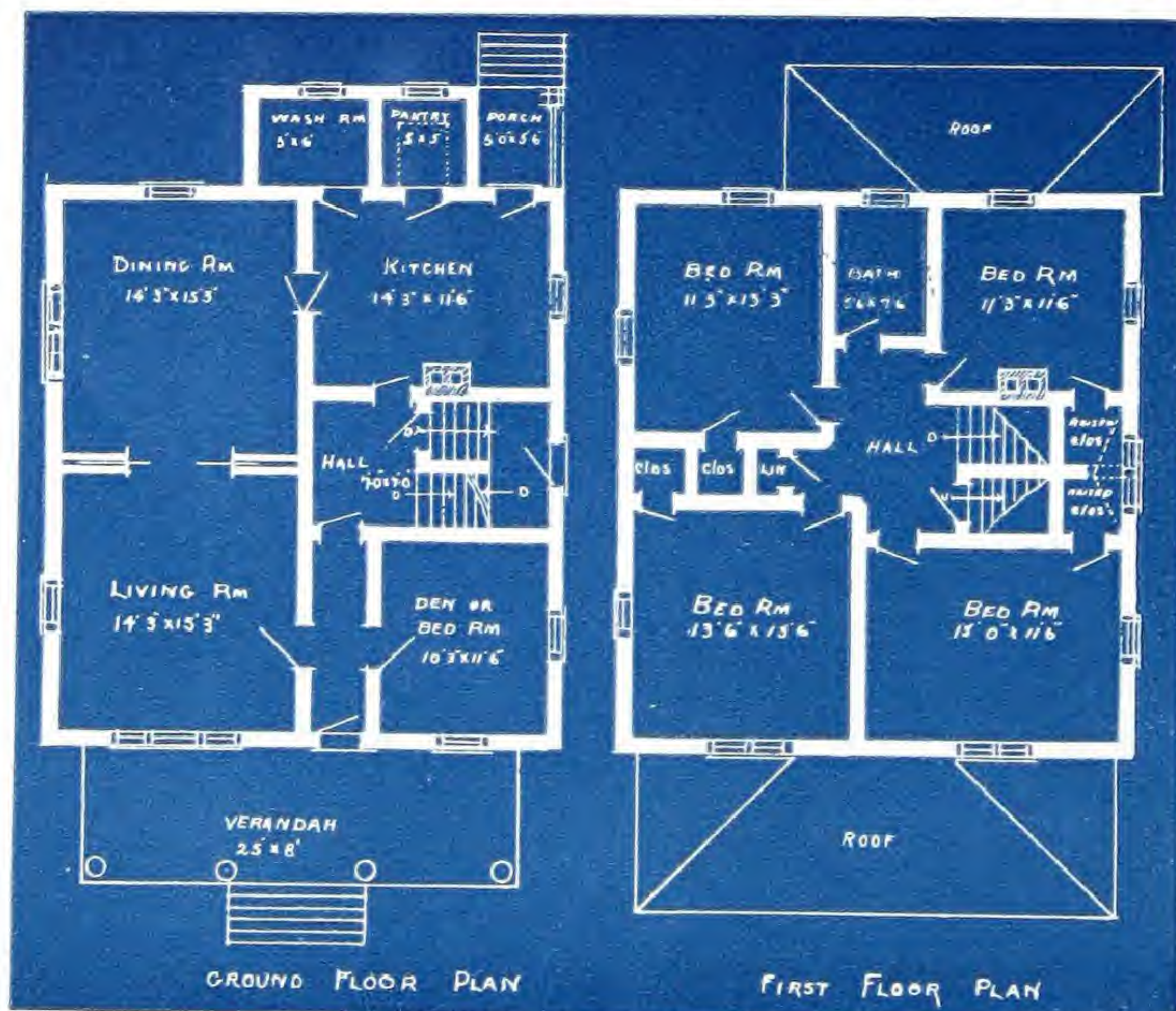
Size 32 ft. x 26 ft.



HOMES IN STUCCO MAY BE CHANGED TO FRAME CONSTRUCTION



"Alberta," An Imposing Eight Room Home Planned for Comfort



Size 30 ft. by 32 ft.

THIS HOME SUPPLIED READY CUT.

HERE is a striking design, suitable for town or country.

The rooms are most conveniently arranged, reducing housework to a minimum; all rooms are well-lighted and plenty of ventilation is provided for.

The big kitchen with roomy pantry and adjoining wash-room will appeal to those wanting a farm home.

AN IDEAL PLAN FOR A PROFESSIONAL MAN

For a doctor or other professional man, the Den at the front will make a convenient office or consulting room.

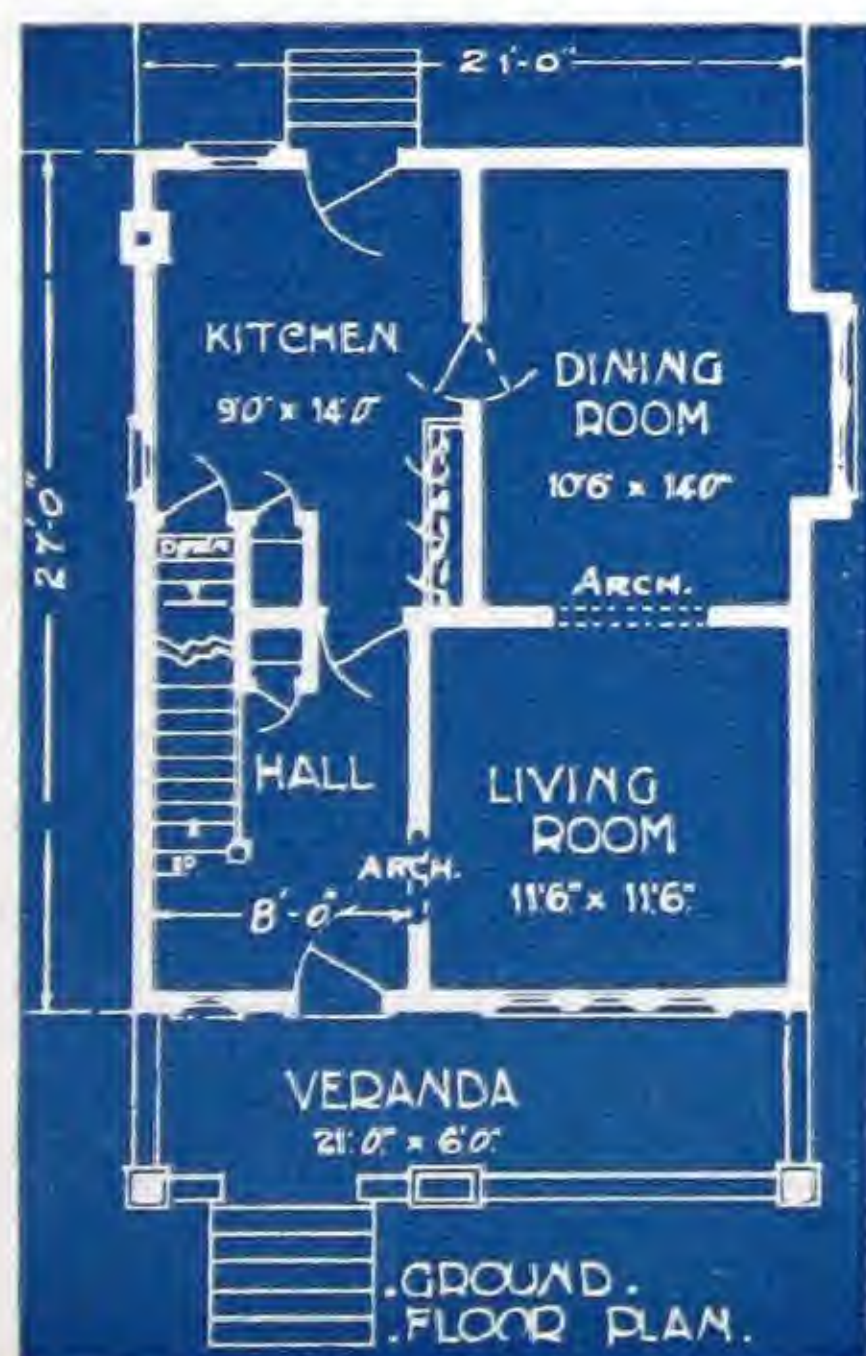
"I am sending you a few lines to let you know that I am well pleased with the material I received from you, and the way you used me on any shortage. I sold my little house for \$3,400. I think I easily SAVED \$400.00 ON THE HOUSE."

ROY W. KIMBALL,
Harrow, Ont.



"Birchdale" An Unusual Design for a Narrow Lot

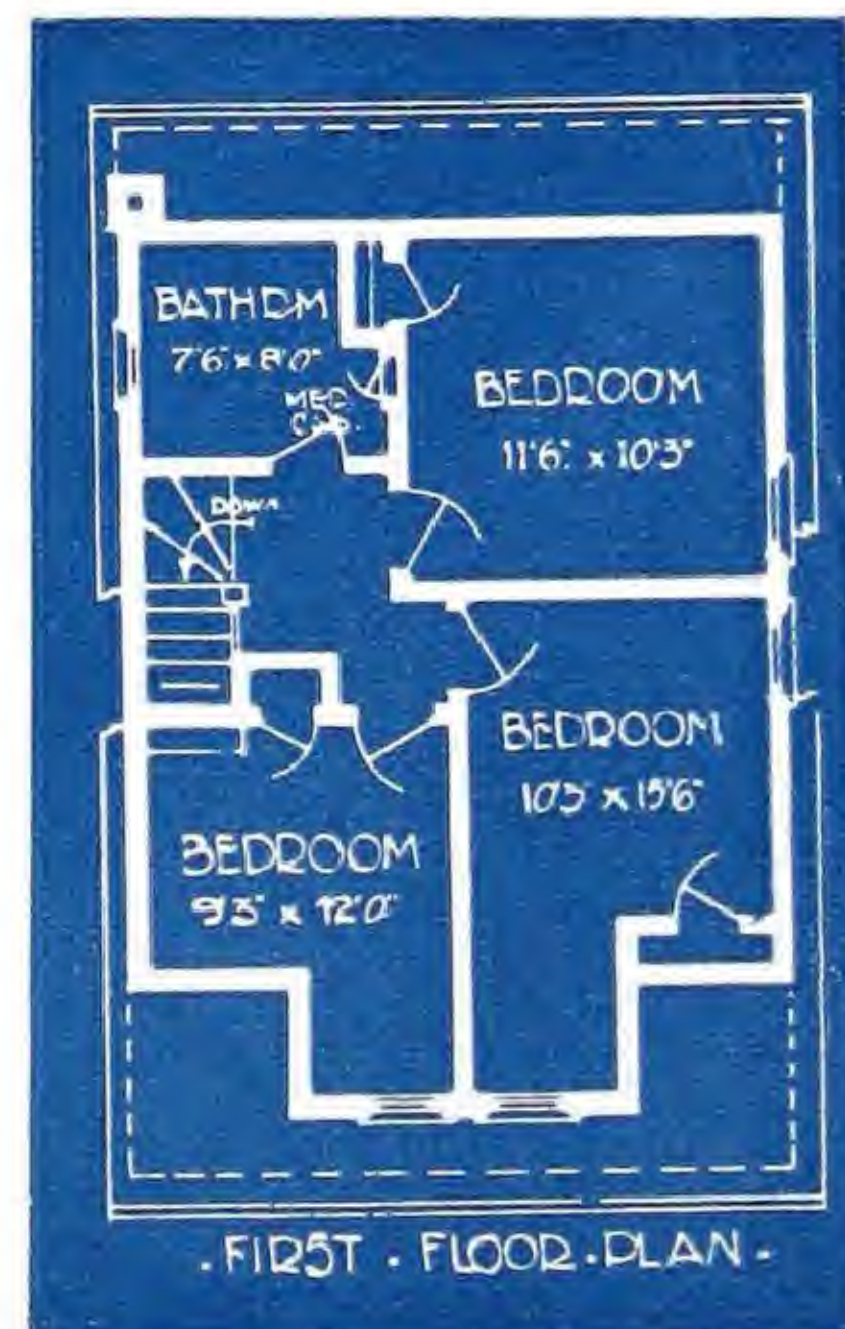
THE first thing that strikes you as you look at the picture of "Birchdale" is its snug appearance, its whole aspect is one of solid comfort. It's new in design, but not a bit freakish, the hip roof extending over the veranda provides a lot of room space on the first floor and the combination of shingles and siding add a charm that is irresistible. There are six lovely rooms, and large entry hall and a bath room. See what a fine



kitchen is obtained, with its handy built in cabinet, and shelved cupboard. The dining-room is a nice room too, well lighted with a large bay window, separated from the living room by an archway. All rooms are conveniently placed and well lighted. Upstairs are three large bedrooms and the roomy bathroom, and each bedroom is provided with a clothes closet.

The veranda has been arranged so that it can be easily screened or closed in with sash at small cost.

Size 21 ft. by 27 ft.



THIS HOME SUPPLIED READY CUT.



INTERIORS OF

Halliday Customers

SATISFIED

"The car arrived and everything was in good shape. Workmanship is fine in frames and stairs. The quality of material has surprised a good many. Thank you for prompt service. The house gives great satisfaction." A. MACINNES.

"I am extremely well pleased with the lumber and especially so with the shingles and hardwood flooring, which was of excellent quality."

VICTOR WYLIE, Plantagenet.



SATISFIED

"I am well pleased with all material shipped."

HAROLD STEELE, Carleton Place.

"I am well pleased with everything and think that all who deal with you should be the same. Everything seems O.K."

EDMUND SMITH, Niagara Falls.



SATISFIED

"We are busy building our Willowdale home and we find the material all good quality, no defective lumber and no shortage. Our home is going to be quite nobby when painted."

WM. MUNRO, Martintown.

"Have found the material excellent."

JOHN CRAVEN.



"My dealings with your firm saved in building the Halliday W. The materials sent were quite s

"I have given you orders for a year, expect to build 4 or 6 house (Sg



HOME HALLIDAY
ES



Are Satisfied Customers



SATISFIED

"We are well satisfied with the house and everyone else likes it that has been in it. We were satisfied with the material and like the house which looks so well. Everyone that has seen it quite approve of it. Like material very much."

R. ROBSON, Wallacetown.



SATISFIED

"I have been very satisfactory. Think I about \$400 or \$500 on each house. factory."

"I will give you the order."

P. SLATER, Niagara Falls, Ont.

SATISFIED

"We are getting along fine with the house. Everything came in first class condition. A friend thought the material looked pretty good and thought it was better and cheaper than it could be bought here."

RUSSELL PETTYPIECE, Paquette.

"The flooring has arrived and is in good condition. We are quite pleased with what material we have seen."

JOSEPH SMART, Merlin.



SATISFIED

"The house is just about completed and we are quite satisfied with it. Everyone that saw it being built said it would be the warmest house in Guelph. We are looking forward to being able to purchase another house from you."

MR. W. McWHIRTER, 33 Harris St., Guelph, Ont.

"I unloaded car of material last week and found everything O.K."

H. A. BRECKENRIDGE.

"I SAVED ABOUT \$500 BY GETTING MATERIAL FROM YOU."—M. D. Frego.



"LORELEY"

A Home of Dignity and Charm in Brick Veneer

Size 25 ft. by 31 ft.

IF you are looking for a home of ample size and distinctive appearance, your search may well end here. Built either in brick veneer as pictured or in frame, Lorely will always command attention.

What a wonderful living room, with its cosy fireplace, and double French doors leading to the spacious veranda.

The little vestibule with its coat closet and the wide hallway are features that will appeal to all, as well as the easy access from the well appointed kitchen to the front and side entrances.

Three large bedrooms upstairs with a roomy bathroom arranged for convenience are provided on the upper floor.

Lorely is well worth your careful consideration, the price list shows the cost of all materials for either brick veneer or frame construction, except brick and masonry materials.

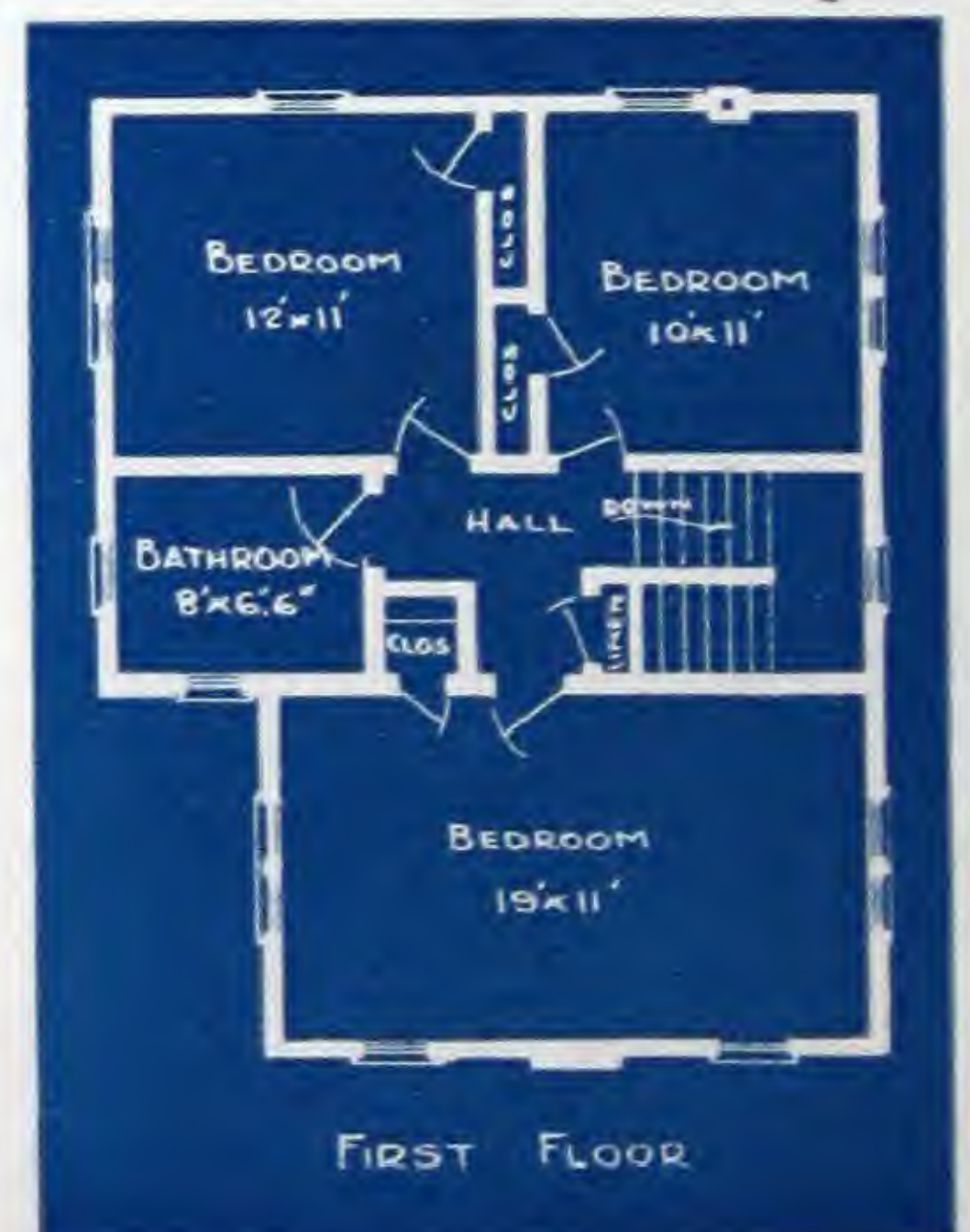
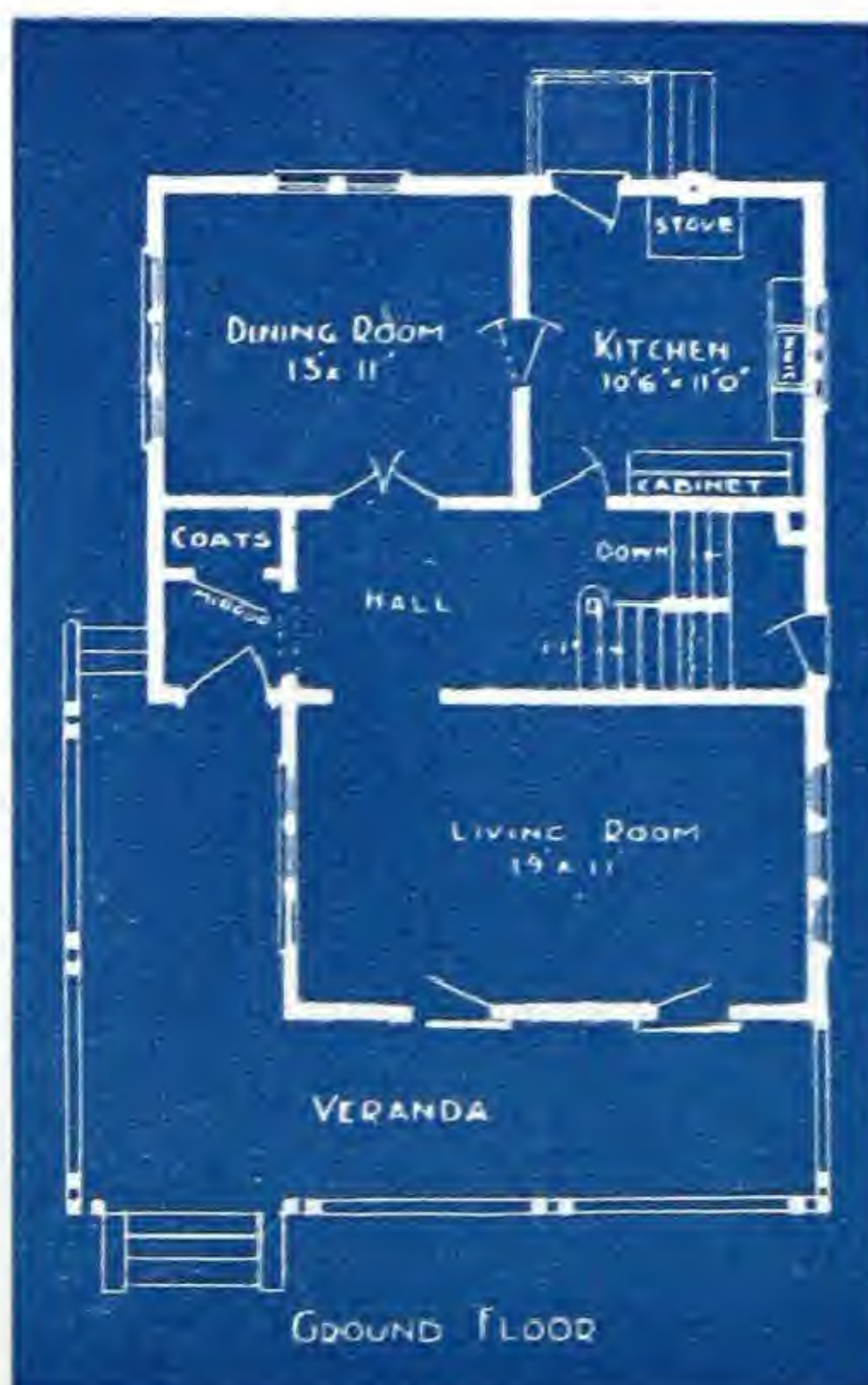
"Gentlemen:

I wish to thank you for your very prompt and efficient service which I have received from your firm in connection with my Westmount Home.

The material was declared by the contractor as the BEST MATERIAL THEY HAVE SEEN for a long time.

Due to having everything on the job we were able to complete the job in RECORD TIME, taking less than two months for a completed house.

NORMAN B. WILES,



"THE MATERIAL RECEIVED IS OF EXCELLENT QUALITY."—H. A. Dickson.

"SAVED \$300 ON OUR COTTAGE; WE ARE VERY COMFORTABLE."—Wm. Tarr.



"Queenston," an Effective One and a Half Storey Design with Six Lovely Rooms

Size 24 ft. 6 in. by 32 ft.

It is not often that you find such a compact and convenient arrangement of rooms combined with attractive exterior design as is presented by this lovely home; it might be described as one and a half storeys of solid comfort.

The picture shows the pretty effect that is obtained by the combination of siding and shingles in right proportion, and the bright, cheerful appearance of the white trim.

CAN BE BUILT ON A THIRTY FOOT LOT.



The width is just right for a thirty foot lot and on a thirty-five foot lot there would be room for a side drive for the car.

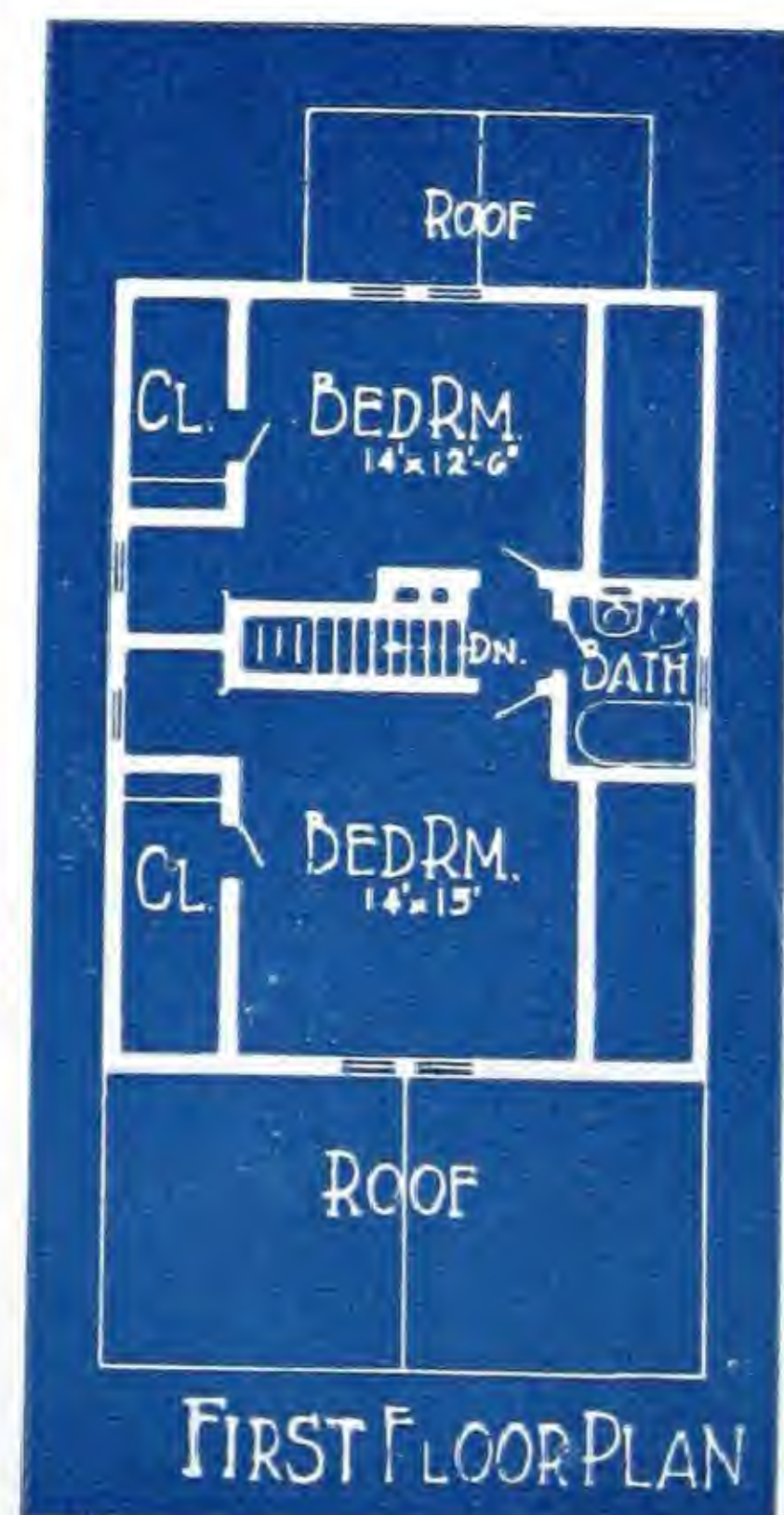
You will like the big living and dining rooms that are separated by a wide archway. The kitchen, too, with its large pantry will please you; one bedroom downstairs and two upstairs provides plenty of sleeping accommodation and the bathroom placed at the head of the stairs is quite convenient.

Mr. Ludy, of Rodney, found it paid him to build three Halliday Homes.

When ordering the Stirling home, Mr. Ludy said: "This is the THIRD HALLIDAY HOME I have ordered, so you will know that I have been well pleased with materials and service received in the past."

CHARLES LUDY, Rodney.

Mr. Ludy has built the Queenston, Hamilton and Stirling Homes.



"I MUST SAY I AM PERFECTLY SATISFIED WITH MATERIALS."—J. Simpkins.



“SOMERSET”

A Substantial Home of Neat Appearance

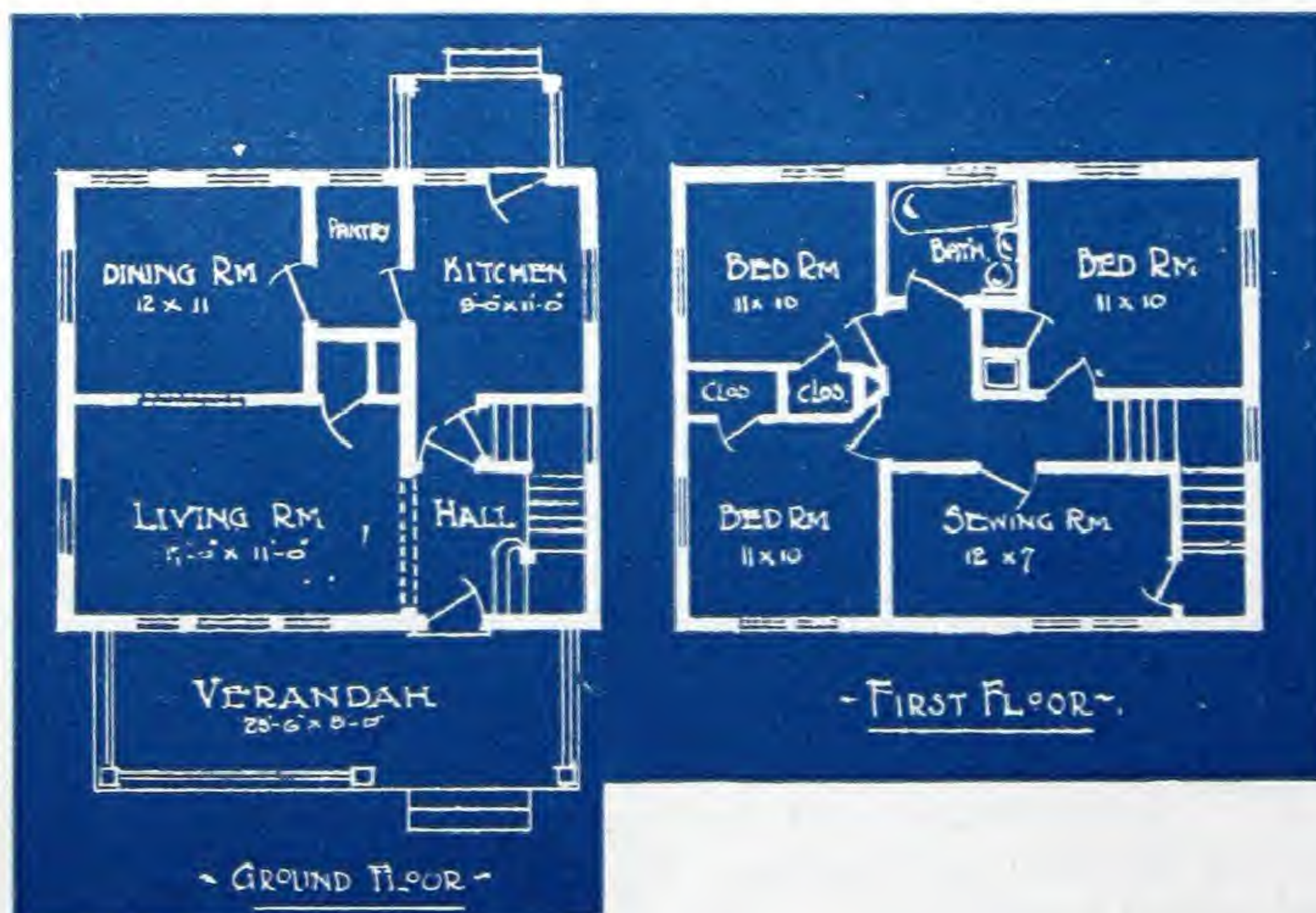
Size 28 ft. by 24 ft.

THE effective combination of siding and shingles in the treatment of the exterior walls of Somerset, places it in a class by itself. Two full storeys provide for all rooms of ample size, and so conveniently arranged that housework is reduced to a minimum.

You will delight in the large living room, with its wide archways, leading to dining room and hall, which provide an air of spaciousness.

The kitchen is conveniently placed, with easy access to all parts, and a large, roomy pantry adjoins.

Upstairs the sewing room can be pressed into service as an extra bedroom when occasion demands. You will be well pleased with Somerset.



Berkley, Ont.

In regard to your inquiry concerning the Home I built of material supplied by you. It is a real comfortable home, very little fire heats the whole interior. Everyone who sees and examines the home speaks highly of it. Prospective builders keep coming to see it. I advise them of the cordial relations existing between us as to the business part in connection therewith, and I am sure you will have other customers from this vicinity in the near future.

JOHN STEER.

THIS HOME SUPPLIED READY-CUT



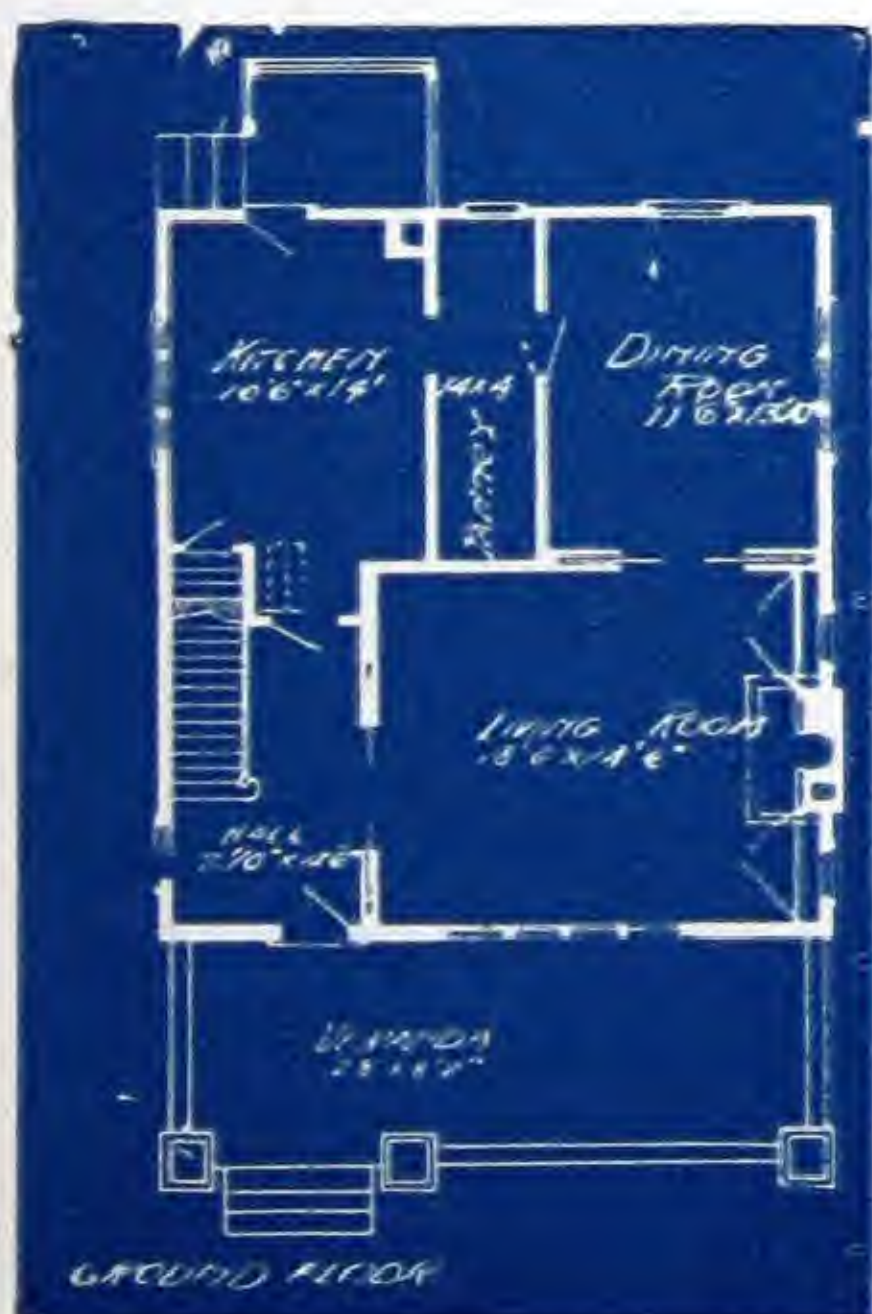
"Dresden," Seven Rooms, Suitable for a Farm or Town Home

Size 28 ft. by 30 ft.

WHILE "Dresden" with its large kitchen and roomy pantry is ideal for a farm home, it is also well suited to any other situation. There is a wonderful Living Room with a big, cheery fireplace, on each side of which are built-in bookcases. The sliding doors connecting with hall tends to give an air of spacious comfort which is further borne out by the French doors leading to the dining room.

You will be delighted with the fine, large rooms throughout the house, and the convenience of arrangement. Upstairs there are four big bedrooms and a bathroom, a handy linen closet is also provided in the hall facing you as you come upstairs.

Environment has a great bearing on happiness, and "Dresden" when built with Halliday materials will provide you with a home of real comfort, in which happy contentment will be assured.

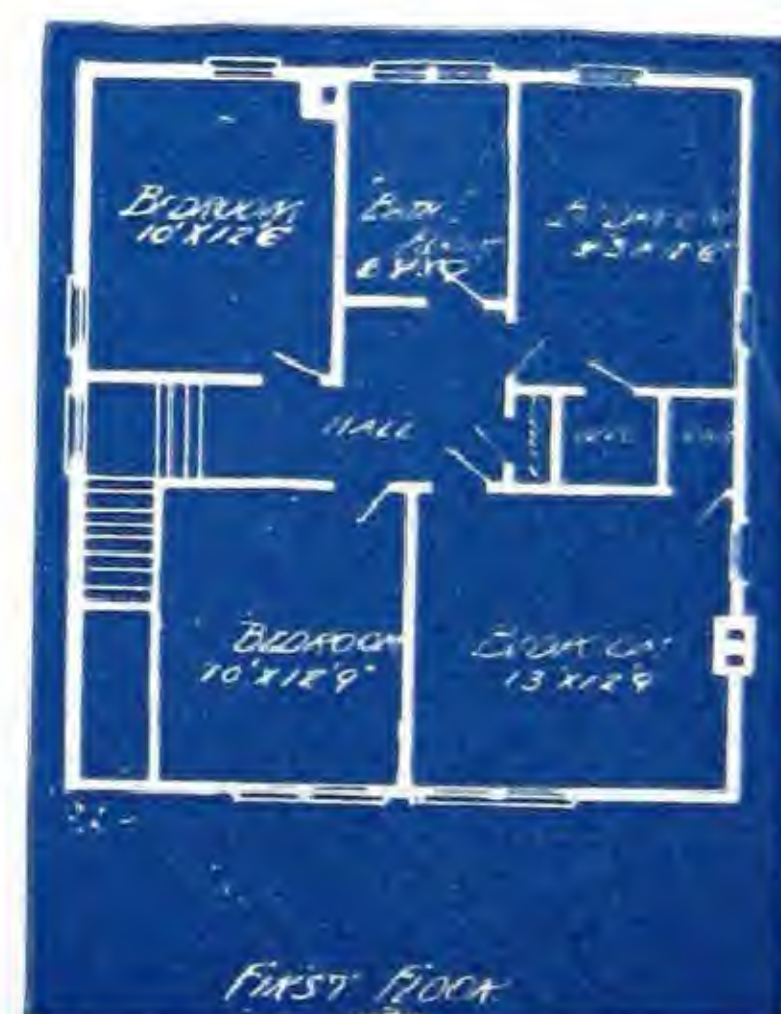


"The New Rectory is complete and has been occupied since October 4th and so far is very comfortable and convenient..

"The quality of all the material was judged as excellent by all, and the service left nothing to be desired. As to the cost, our head carpenter assured me he could not have built it for the amount you charged.

"I feel sure that personally I was saved much worry and time by purchasing the Halliday Way and I am sure I can strongly recommend the method to all prospective builders."

REV. F. G. STRANGE,
Westport, Ont.



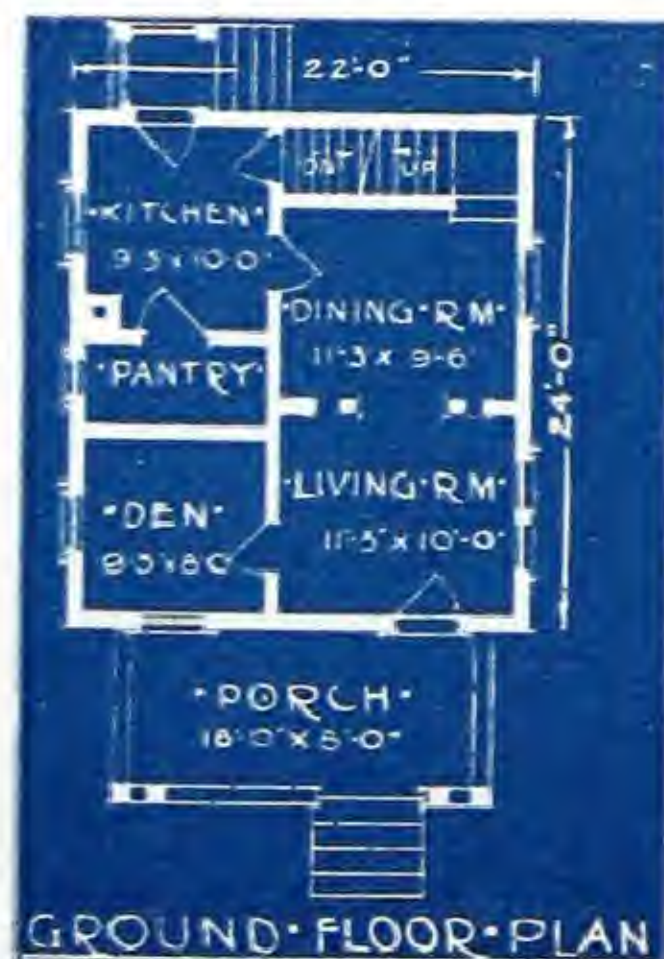
READ THE LETTERS WRITTEN BY HALLIDAY HOME BUILDERS



"Vineland," A Well Designed Square Plan Home

ALTHOUGH "Vineland" is not a large home, it represents big value in Home Comforts. Built on the square plan it gives you the maximum of convenience at the least cost. There is an enormous amount of satisfaction in building a home like this, but the greatest satisfaction will be found through living in it.

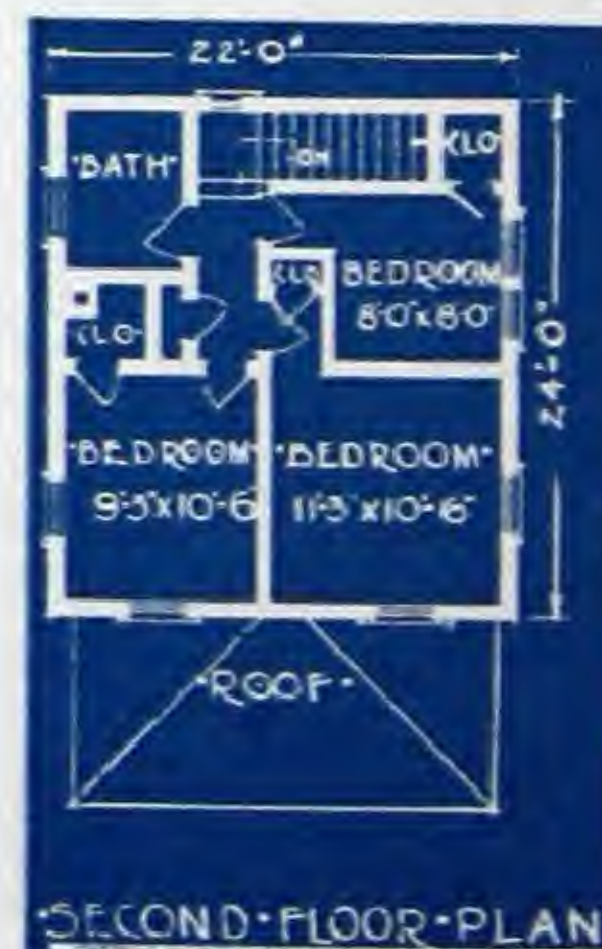
"Comfortested" construction throughout assures you of "all weather" comfort in everyone of the seven rooms. A glance at the plans will show you the well-planned, space-saving arrangement of the rooms, note the large pantry and the big living and dining rooms. Upstairs there are three bedrooms and the bathroom, with a clothes closet in each room. It will be hard to find a plan that offers more real home for your money than the "Vineland."



I have finished building your Hillcrest and cannot speak too highly of the way you have treated me and also in your square dealings.

I never finished a house with better material. There was not one bad board in the interior finish, and if I can I surely will turn all my business your way.

A. A. FULCHER,
Forest, Ont.



I SAVED \$300 BY BUILDING A HALLIDAY HOME.—J. YOUNG.

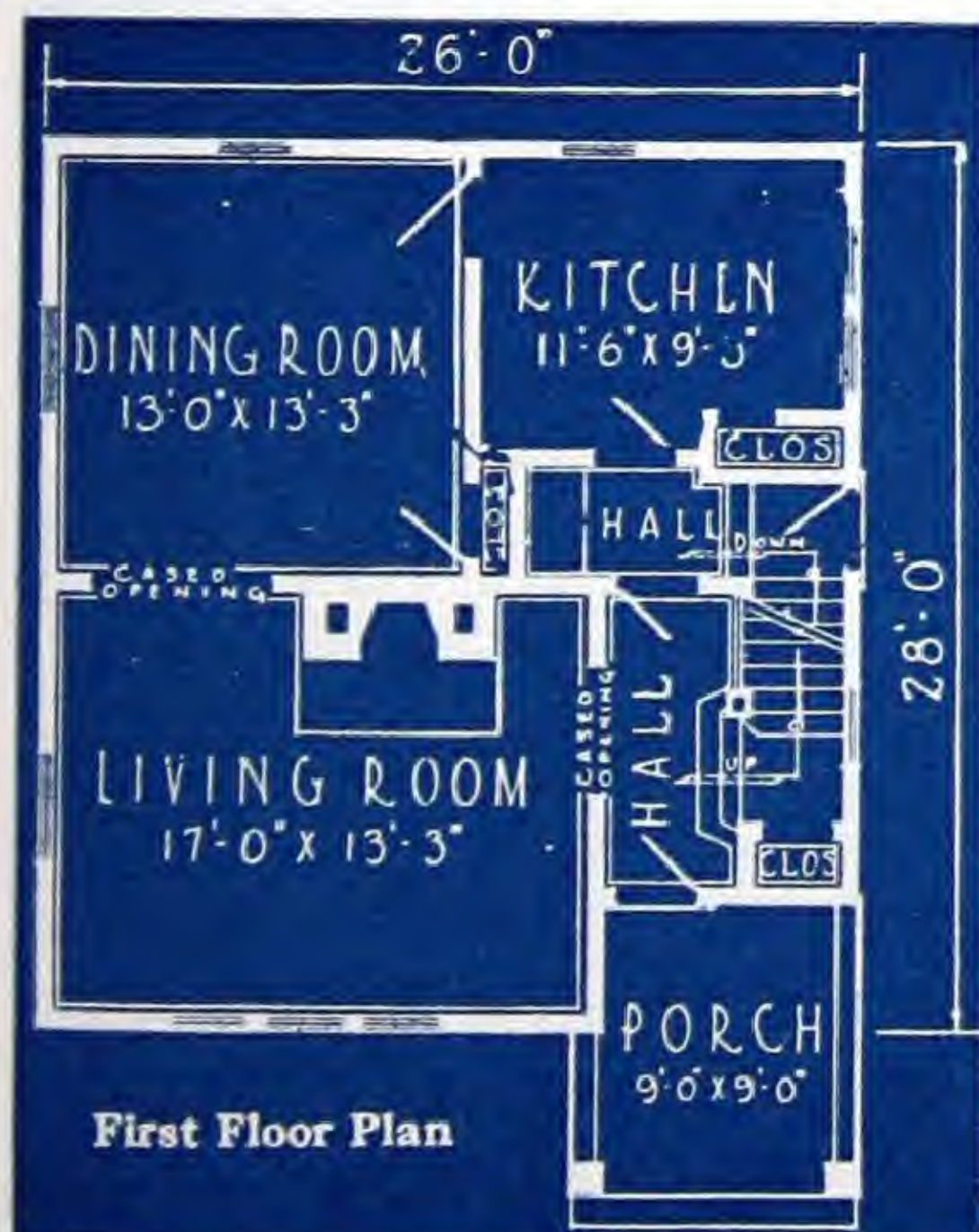


"Park Lawn," A Charming English Type

THIS beautiful "English" type home is sure to be most popular. Beauty and convenience assure that everyone who sees it likes it. Its cosy comfort, however, is the feature that will be talked about most. Built with Comfortested construction throughout and finished in Stucco, it is everything that a home should be. The arrangement of rooms is exceptionally nice. From the porch under the hooded gable one enters an ample hall, with the large open staircase at the right. A handy closet is provided here for coats and wraps.

The big, well-lighted living room, with its cheery fire place, is placed at the left. The dining room is at the rear adjoining the large kitchen. A side entrance is convenient to the kitchen and cellar. Upstairs there are three large bedrooms and the bathroom, arranged round a centre hall, where a handy linen cupboard is found.

The stucco and half timbered effect give the appearance of large size to this lovely home, yet the measurements are such that it can be built on a lot as small as 30 feet. Size 26 ft. by 28 ft.



"I have enjoyed the services given and have nothing but praise to offer for the way you have dealt with me in the erection of our home, which I feel we have reason to be proud of."

DR. J. S. EVANS,
Clinton, Ont.

Size 26 ft. x 28 ft.

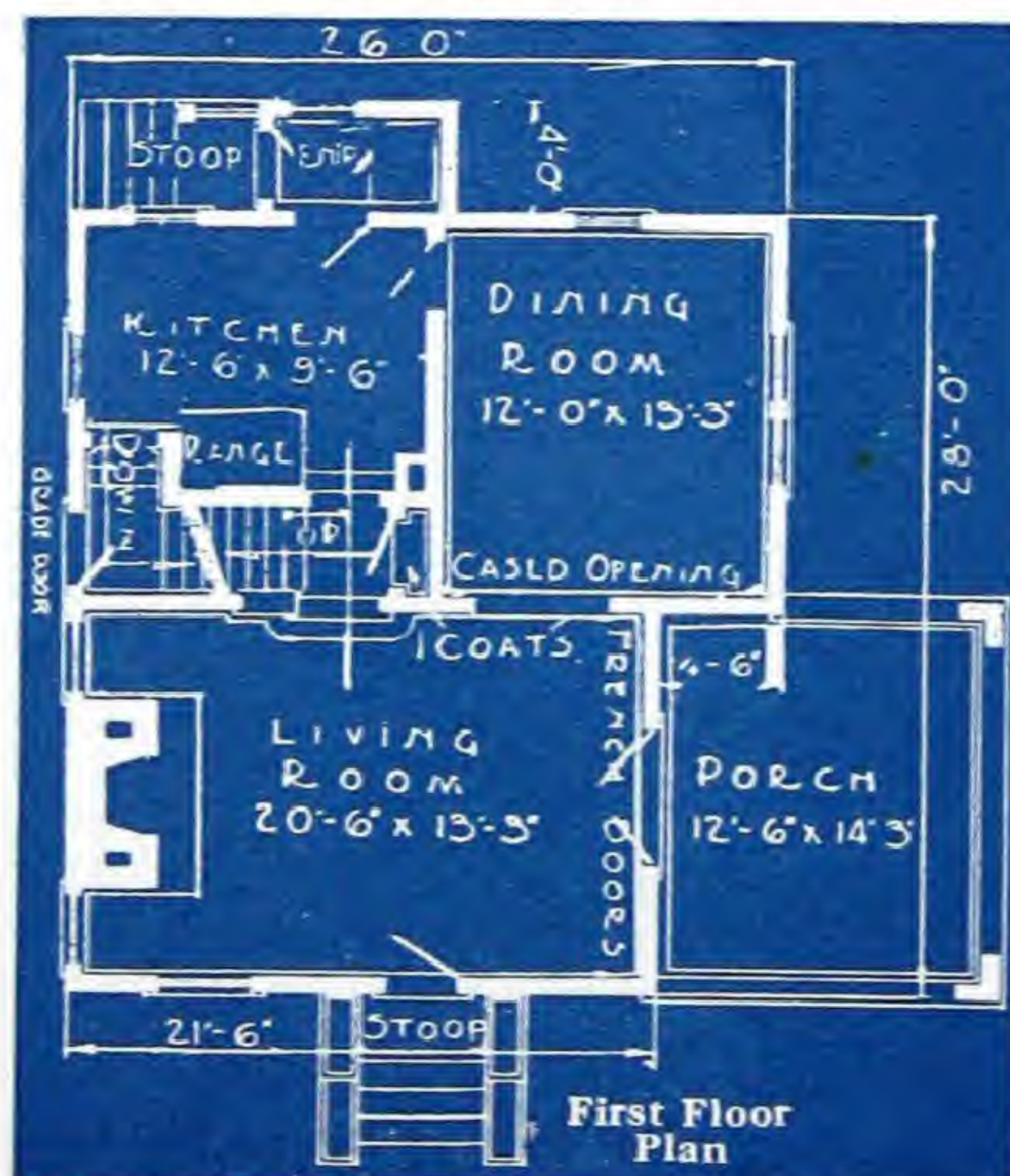


DON'T PUT OFF TILL NEXT YEAR THE HOME YOU NEED TO-DAY.



"Oak Lawn," A Well Planned Suburban Home

OAKLAWN is an exceptionally well planned home, especially adapted to the needs of the suburban dweller. The rooms have been arranged with special care in order to take advantage of every bit of available space. Note the fine big living room with its cheery fireplace and see how conveniently the stairway is arranged, with access from kitchen to the living room direct. The really unusual features about this home are those that have been adopted to make it more livable. The construction of the roof shows good lines and permits of unusually large bedrooms, all of which are provided with ample closet space.

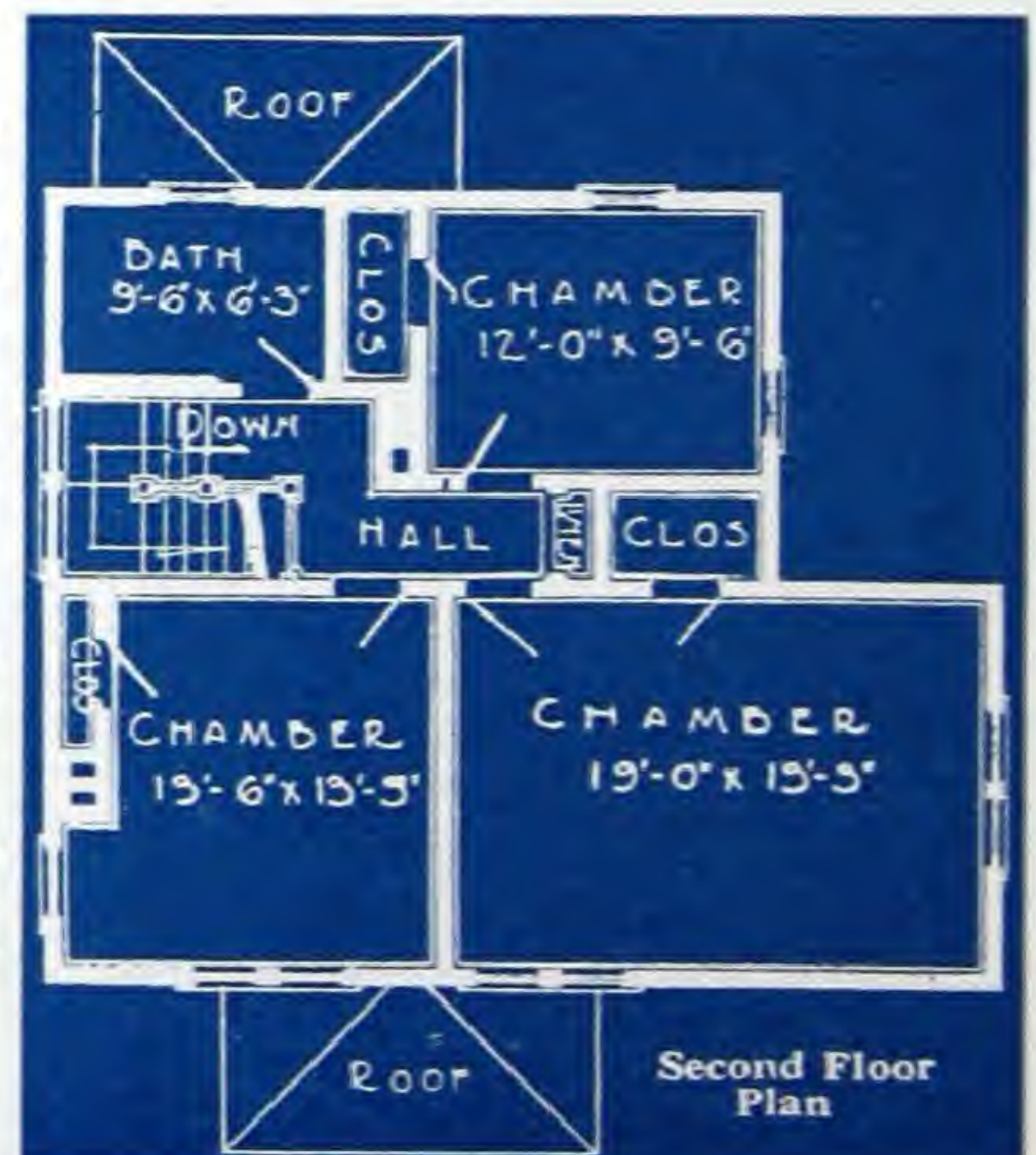


The Sun Porch is a Feature

The sun porch at the side is a feature that gives the low broad lines that make this home so attractive. Placed at the side instead of the front it affords greater privacy and is much more convenient.

Comfort and fuel economy are the points about this lovely home that will be most remembered. Insulated walls and upper ceiling assures warmth and comfort in every room.

Size of Main House
26 ft. by 28 ft.



WITHOUT COMFORT A HOUSE IS BUT A SHELTER.

WE ARE WELL SATISFIED WITH HOME; IT IS VERY COMFORTABLE.—R. Robson.



“Fern Lawn,” An Unusually Well Planned Bungalow

IT is not often that you find a pretty home like “Fernlawn”, with such an unusually well planned interior. The artistic treatment of the outer walls, with stained shingles and wide belt course is most effective, creating an effect of perfect harmony. The shortened line of the ridge, with the sloping gable end, is new and adds greatly to the charm of the exterior. The floor plan is unique and makes use of all available space. Note how

Mr. Harkness, of Fort William, writes: “Everything you shipped has been of superior quality and thoroughly satisfactory.”

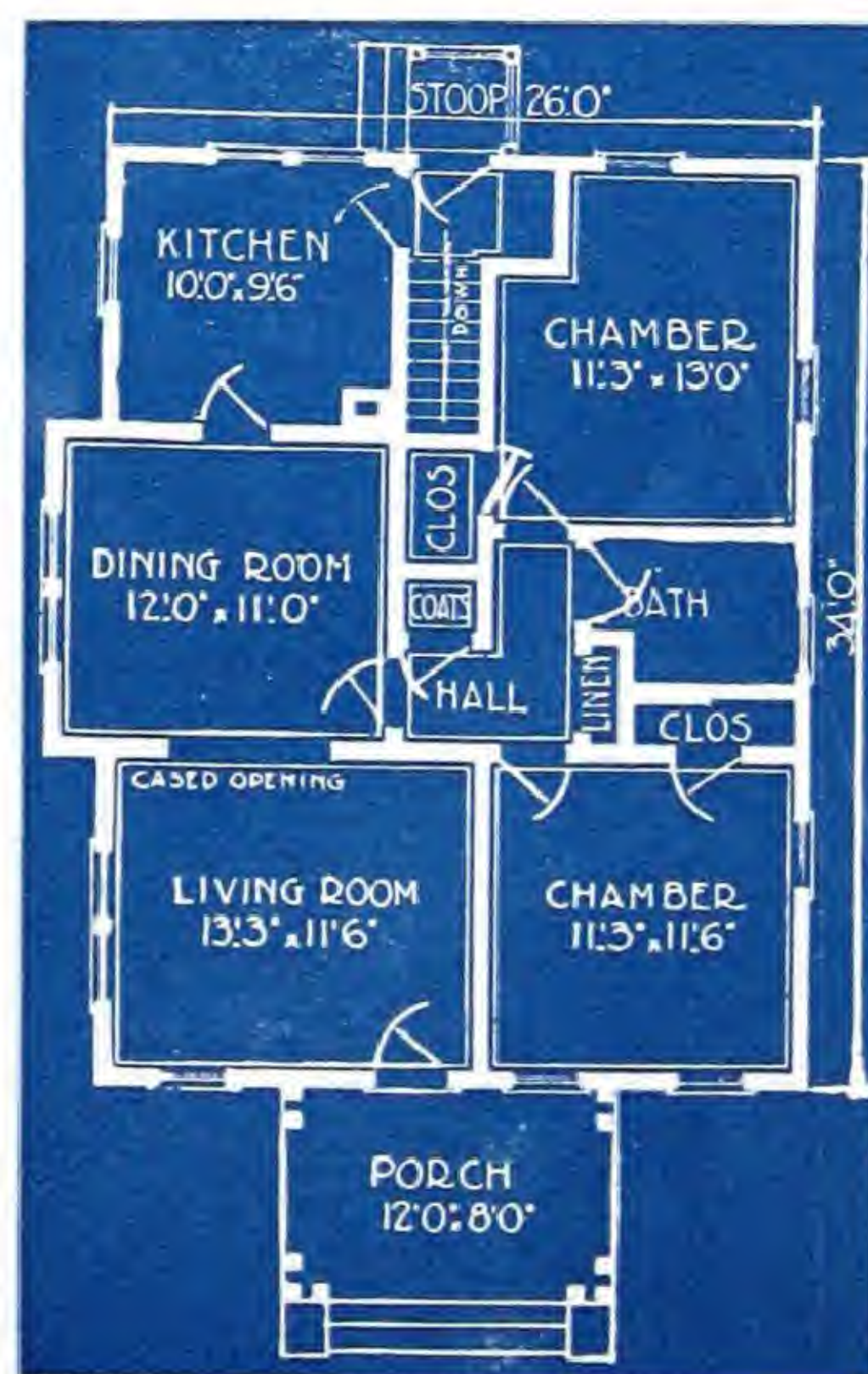
Mr. John McGregor, Fournier, says: “All the lumber was very satisfactory and we are quite comfortable.”

WEATHERVANE HOUSES

You know the kind—where the family moves to the other side of the house when the wind changes in wintry weather. But homes **CAN** be built that are “all warm” in all weathers.

cleverly the central hall gives privacy to the bedrooms and the bathroom. All rooms are well proportioned and well lighted, and every room will be warm and cosy because of “Comfortested” construction. You will be surprised to know how little fuel you will need to heat this wonderful little home. Superior materials throughout are part of our guarantee. Siding can be supplied instead of shingles for walls, if preferred.

Size 26 ft. by 34 ft.



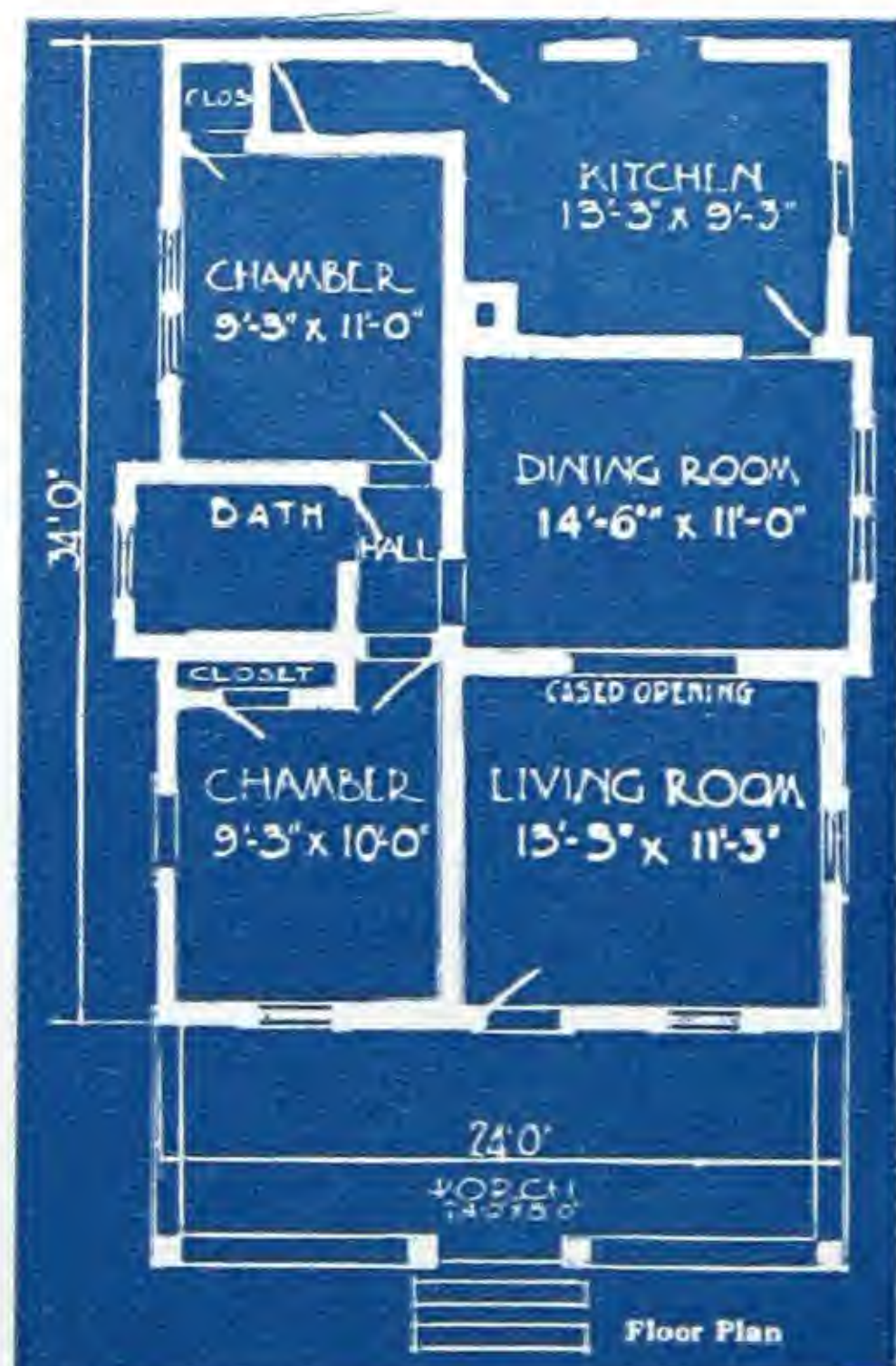
MATERIAL WAS UP TO SPECIFICATION; TIME SAVED, A BIG ITEM.—H. A. Bassam.



“Maple Lawn,” A New and Delightful Five Room Home

THIS cosy-looking little home offers all the conveniences of up-to-date planning combined with attractive appearance at small cost. It is unusually well arranged so as to make good use of all floor space without unnecessary halls or entryways. A glance at the plan will show that unusual thought has been given to the layout of rooms. There is a fine, well-lighted living room adjoining the dining room. These two rooms are separated only by a cased opening, giving the effect of a much larger house. The big bay window in the dining room is a pleasing touch which adds to space and roominess. The kitchen is at the rear, and the cellarway is reached directly from it. There are two nice bedrooms and a bathroom, with a small hall to give privacy. Nothing has been overlooked in planning this home, and yet the cost is very small. Like all Comfortested Homes, “Maple Lawn” is built for comfort. The insulated walls and ceiling will retain warmth in winter, keeping fuel bills low. In summer a refreshing coolness will be a pleasant feature of this home.

Size 24 ft. by 34 ft.



MR. KARL HARRIS,
Gore's Landing, Ont.

I feel it my duty to write you and express my opinion on the Lancaster Home I purchased from you last year.

I must say the home is very warm and comfortable, even when twenty below zero. Up till now I have only used 2500 lbs. of coal in the furnace supplied with the home; started to burn coal on Dec. 27, and this is now March 28.

The material was better than I expected and the service was excellent; and if I was building again it would be the Halliday way.

UNPUNISHABLE CRIME

The man who sells impure food is fined or jailed. And the dealer who offers “all wool” that is not as described will find himself in trouble. But the man who builds “cold” homes—his is a crime without a punishment.

The Law Should Forbid Comfortless Construction

HOUSE HAS GIVEN PERFECT SATISFACTION; EASY ON FUEL.—J. G. Burns.

EVERYTHING WAS SATISFACTORY. SAVED A LOT OF WORRY.—Elizabeth Fisher.



“Rose Lawn,” A Lovely and Popular Six Room Cottage

THIS lovely six-room cottage is especially adapted to the farm. The kitchen, dining-room and living-room are all unusually large, plenty of room for all, even at threshing time. Note the handy wash-room off the kitchen with direct access from the porch. The large pantry, too, is a feature. There are three bed-rooms and a bath-room, with a convenient central hall to add privacy. The cellar-way leads down from the kitchen, and the attic stairs go up directly over it, leading to a large attic, ideal for storage purposes.

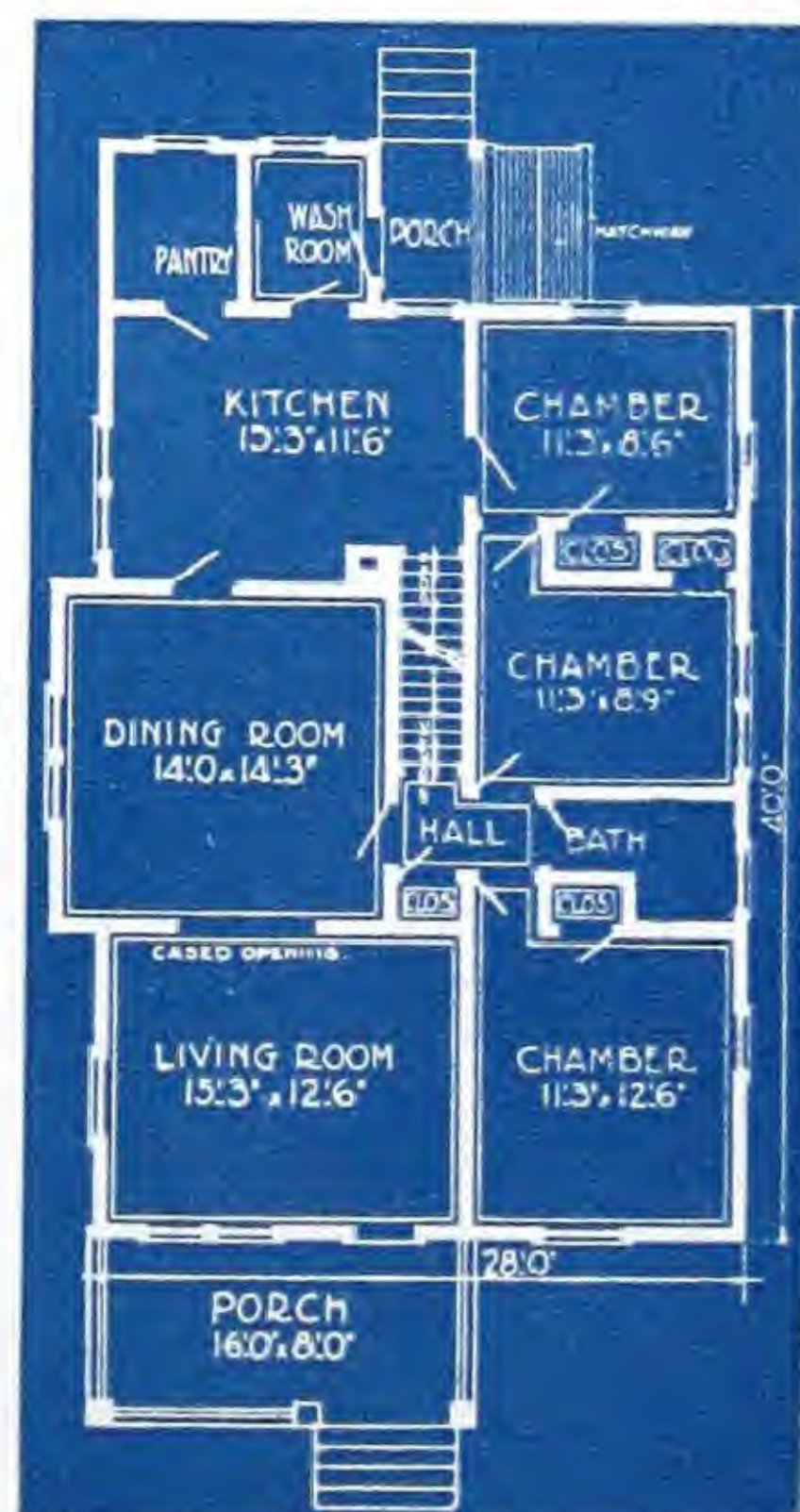
Mr. Wm. Wicks, Stamford, says: “We have completed the home. It has made a nice looking house. We are well pleased with it. Everyone that has seen it claims it is a good plan for a house. I believe it will be warm in the cold weather. Both the material and also the service has been quite satisfactory.”

Mr. W. McWhirter, Guelph: “We received the car of material and found everything in good shape.”

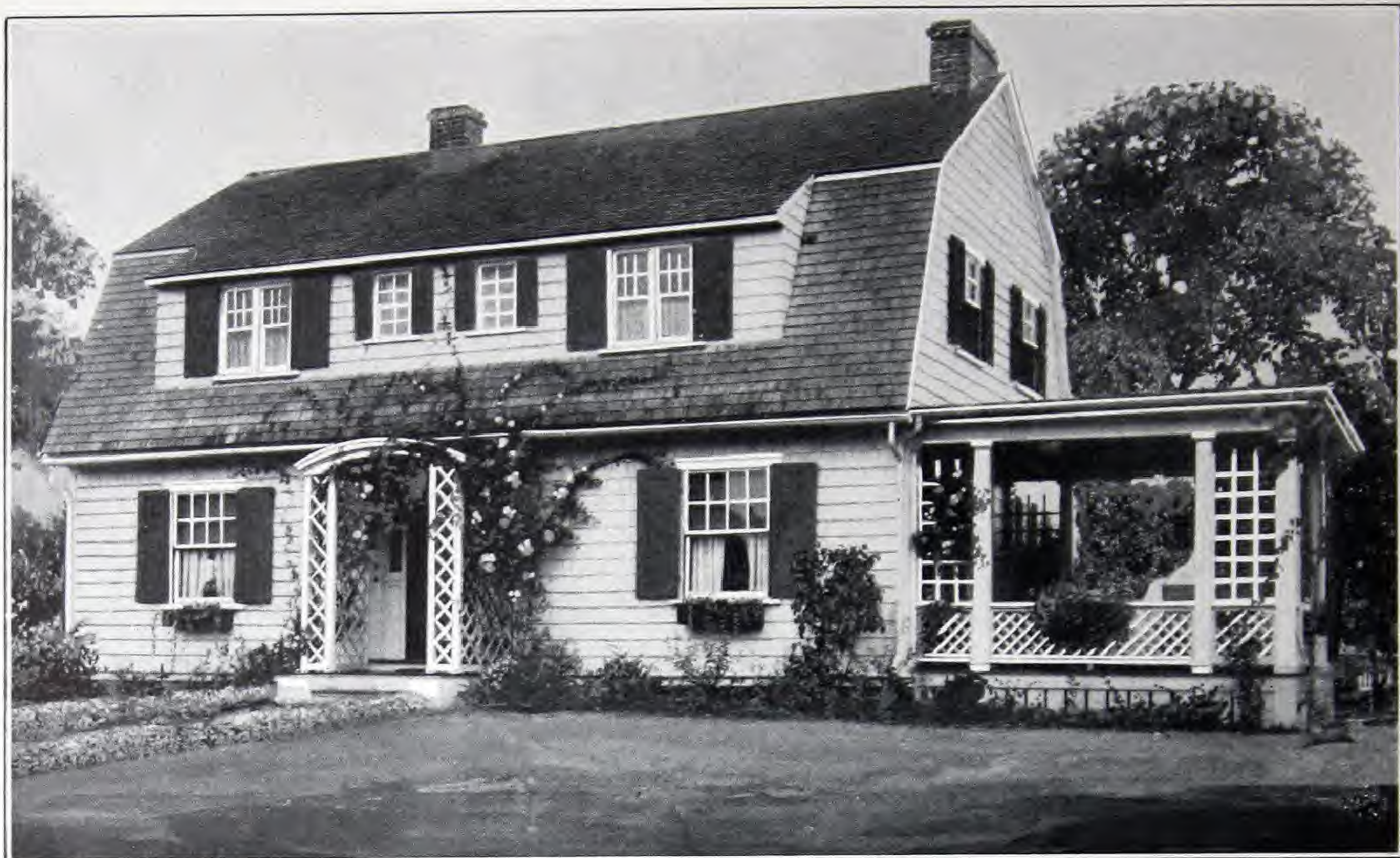
Attractive and Comfortable

“Roselawn” has a most attractive exterior, the treatment of siding and shingles with a timbered effect in the gables, is most pleasing. The wide eave lends an air of spaciousness and cosy comfort. Because of “Comfortested” construction this delightful home will be unusually warm and cosy, and much less fuel will be needed for the winter. To the farmer it means less work, more real comfort and genuine economy.

Size of Main House
28 ft. by 40 ft.



YOUR GUARANTEE IS AS GOOD AS YOU CLAIM.—J. R. McVicar.



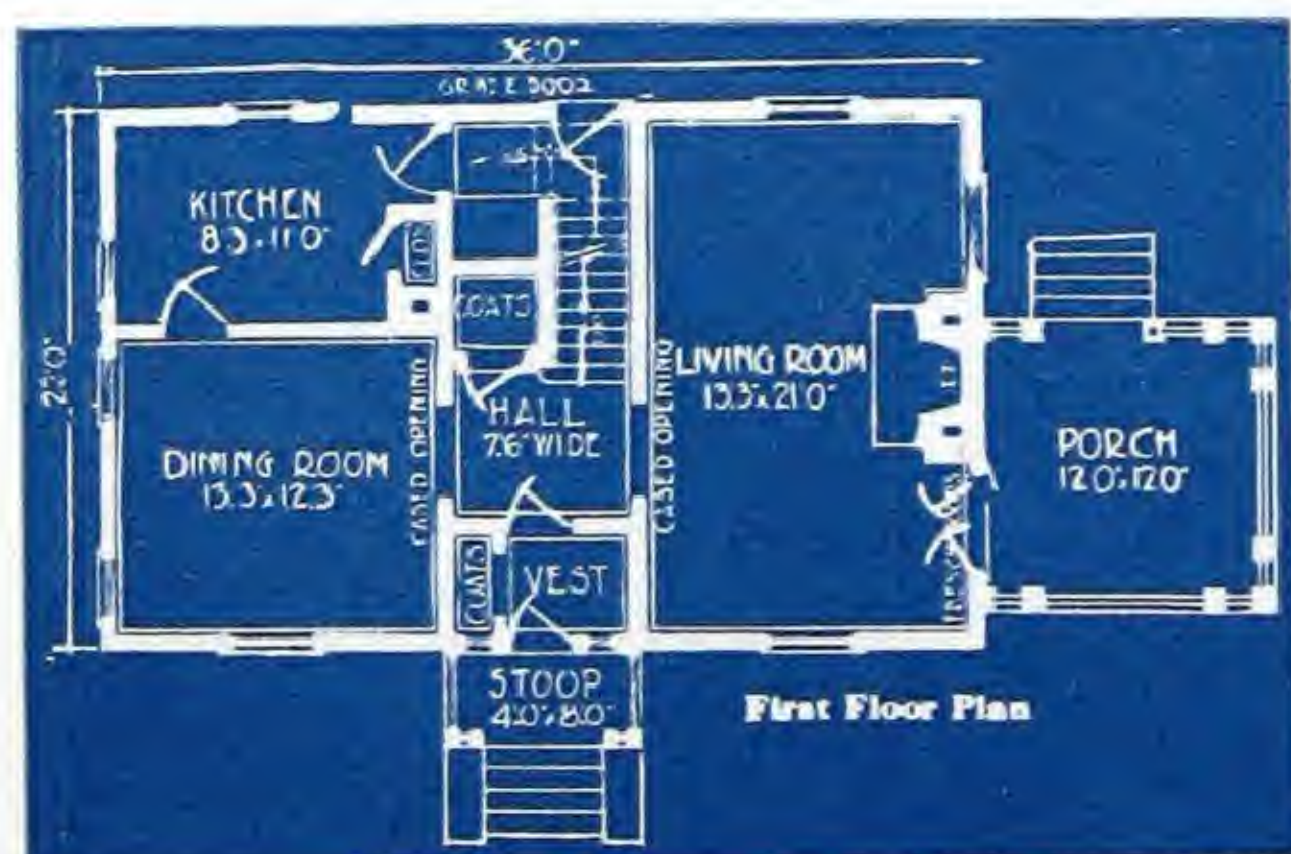
"Wood Lawn," A Charming Dutch Colonial Home

CHEERFUL hospitality seems to be the keynote of this lovely home. The pretty entrance itself seems to say "Welcome." True Dutch Colonial in type, it is a home that will delight everyone who sees it. Every detail has been planned for comfort, livability and attractive appearance.

One enters through a vestibule which is provided with a clothes closet, into the wide hall with its splendid open stairway. The big living-room on the right is equipped with a large, cheery fireplace; it is well lighted, and unusually well arranged. The porch at the side is entered through a pair of swinging French doors. This arrangement gives privacy to the porch, making it practically an additional room. The dining-room is on the left, is of ample size and is in direct connection with the kitchen. At the rear the cellar-way is arranged with space for a refrigerator or other kitchen equipment. Upstairs there are three fine bed-rooms, well arranged around a central hall. Each bed-room is well lighted and ventilated and has plenty of closet space. The bathroom is at the front of the house upstairs and is provided with a handy cupboard. A linen closet is provided in the hall.

Imposing Exterior, Cosy Interior

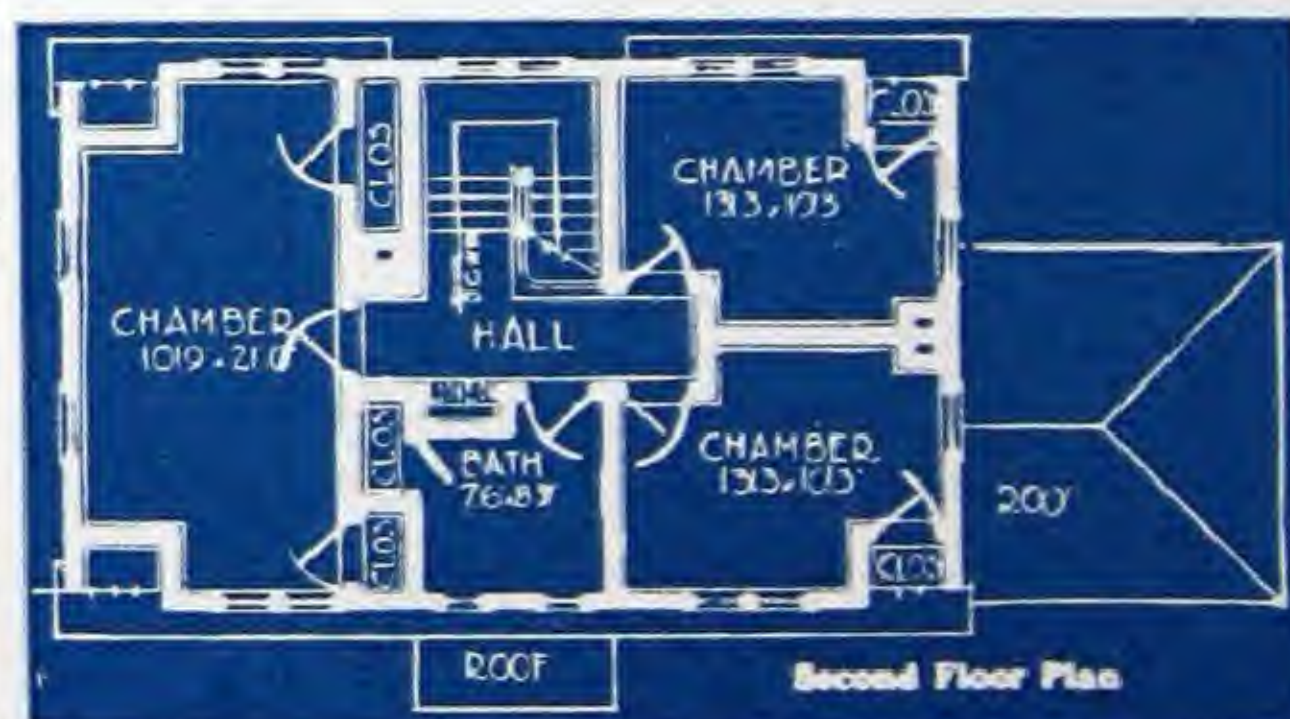
"Woodlawn" is one of the most imposing homes we have seen for a long while, but comfort has been studied as well as appearance in its design. The well insulated walls and ceiling insures a home of real comfort and low fuel cost. It would be disastrous to build a home like this with its wide wall and roof areas any other way but the "Comfortested" way.



Fortune Cove,
P. E. I.

"The house is now a comfortable little place and a delightful type for this climate. I thank you for the trouble you have taken."

ALICE C. HUNTER



Size 36 ft. by 22 ft.

BUILDING A HOME BUILDS CHARACTER



"West Lawn," A Captivating Bungalow of Six Rooms

THE big porch is one of the striking features of this lovely bungalow, extending out invitingly it makes this an uncommonly attractive home. The massive chimney placed at the front gives a hint of unusual comfort within. Comfort, however, is not obtained by building big fire places, it depends on proper construction and materials. "Comfortested" walls and ceiling assure real comfort with fuel economy in this cosy six-room home. The rooms, too, have been cleverly planned and not an inch of space is wasted. The big living-room extends clear across the front, a well-proportioned, well-lighted room that will delight the lucky owner.

WIGWAMS

The Iroquois were the most powerful of the Indian Nations. They lived not in movable wigwams, but in permanent dwellings, in settled towns. The possession of a **Home** builds character, never possessed by wigwam dwellers.

Arden, Ontario.

"We are enjoying our new "Comfortested" home very much, and in all our dealings with your company I have nothing but the highest praise to give for your good service. Everything was as represented and of good quality."

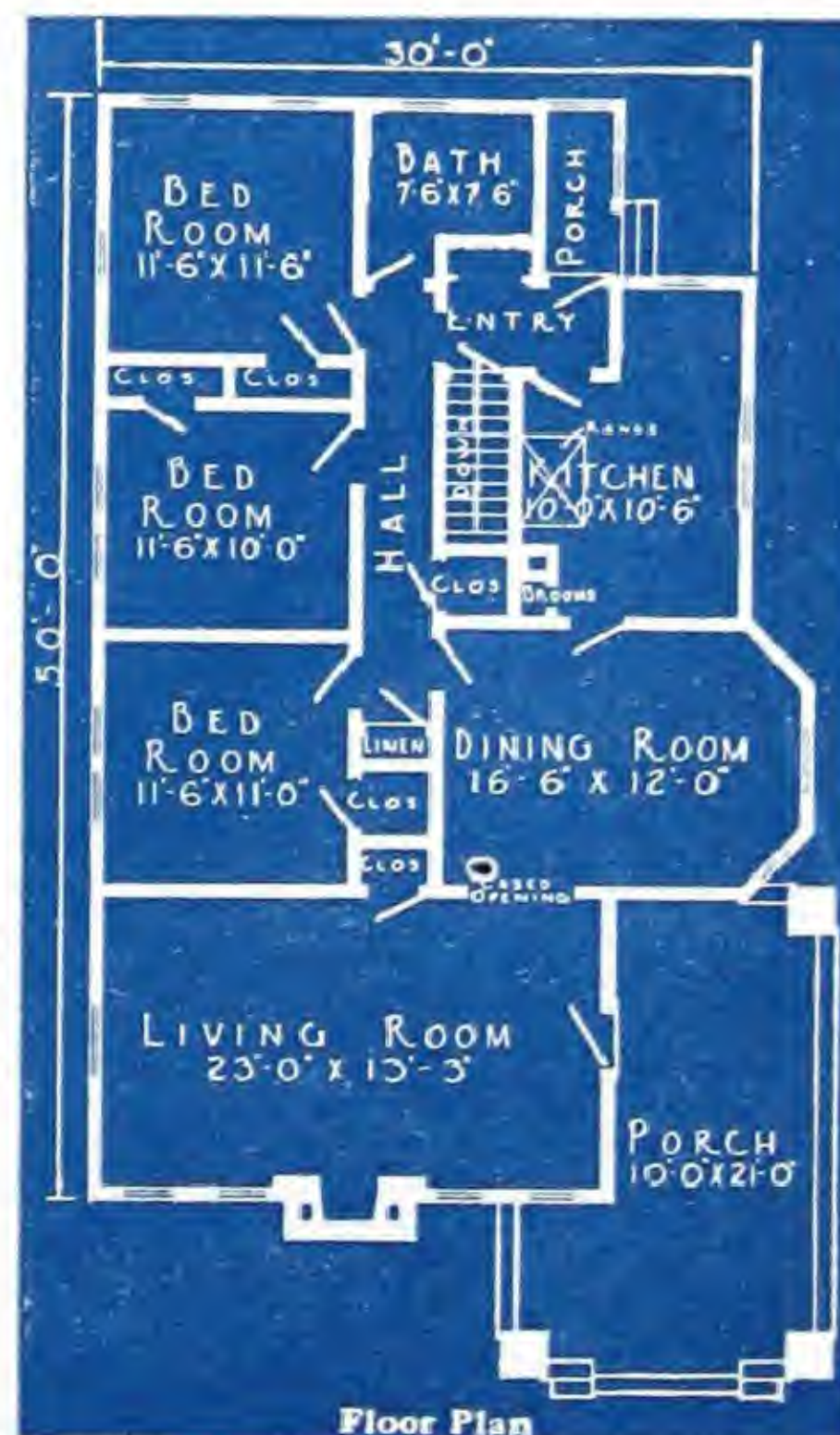
C. M. GREENE.

The dining-room is just behind, made more inviting by the unusually large bay window. The kitchen is well placed, handy to the rear entrance and the dining-room.

THREE BIG BED-ROOMS

On the left there are three large bed-rooms, all well equipped with closets and well lighted. The bathroom is at the rear, approached through the central hall, which serves to separate the living and sleeping quarters. Altogether "Westlawn" is an ideal home, warm and cosy, well arranged, attractive in appearance, and easy to heat.

Size 30 ft. by 50 ft.



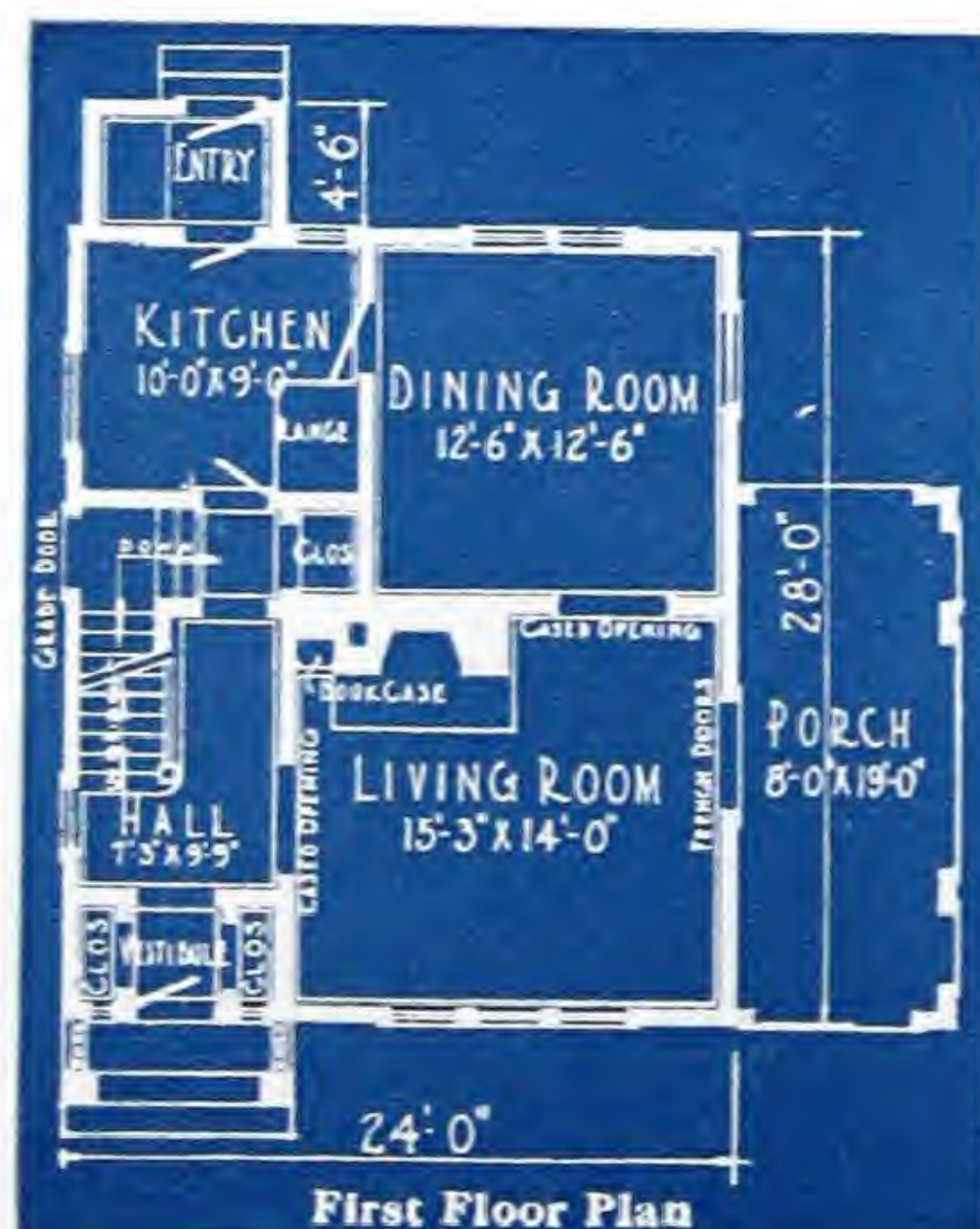


"Forest Lawn," A Beautiful English Design

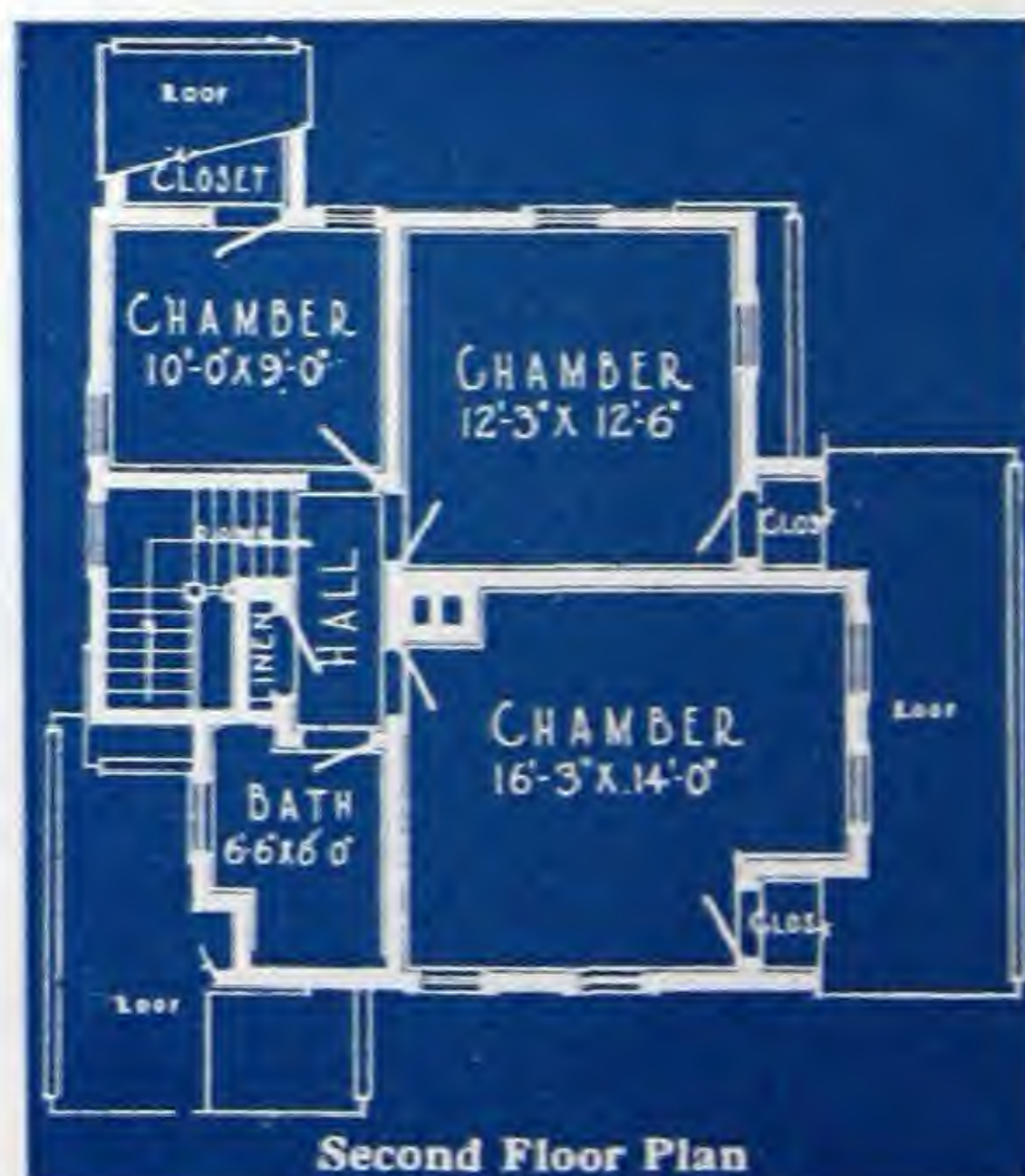
TRULY English in its charming exterior, yet thoroughly adapted to our rugged climate by "Comfortested" construction, every room will be comfortable, winter or summer. This beautiful home will be a credit to any community and a lasting joy to its owner. There are so many pleasing features about this design that to mention them seems unnecessary. There is a strong appeal in every line. The stucco walls, the hooded entrance, the unusual roof lines, the spacious porch brought under the long sweeping roof all combine to make this home most desirable. And with this unique design goes a floor plan that is most cleverly arranged.

SIX ROOMS AND BATHROOM

Downstairs there are three rooms and large central hall. The living room, just to the right off the hall, is a fine large room. The fireplace is placed centrally and allows for kitchen flue to be taken up in the main chimney. French doors lead to the porch on the left. The dining room is at the rear, quite ample in size and well lighted. The kitchen is well placed and is provided with a rear entry with space for ice-box. Upstairs there are three well-ventilated bedrooms and the bathroom. Plenty of closet space is provided and a linen cupboard is placed in the hall.



Size 24 ft. by 28 ft.



THANK YOU FOR THE TREATMENT GIVEN ME.—Geo. Winter.



"Home Lawn," A Striking Colonial Bungalow Five or Six Rooms

THIS lovely Colonial Bungalow has won unusual popularity. Beauty of design, dignity and refinement are expressed in every line. Each individual detail harmonizes perfectly. The completed home will lend charm to any community. There is a broad cement or brick terrace across the front of the house, over which the artistic hooded entrance is placed. The beautiful entrance is typically Colonial in every detail, and speaks of the care that has been put into its design. The main walls are finished in siding set off by flower boxes and lattice-work, all of which are included in the price of this home.

TWO PLANS TO CHOOSE FROM

Two distinct floor plans have been provided for this home, one with five rooms and one with six rooms. A glance at the plans will show at once how cleverly the rooms are arranged. In both plans the living and dining rooms are the same. The kitchen in each has a space for breakfast

nook or dinette. Comfort and convenience have been given careful thought. The big roof area is amply taken care of by insulated ceiling which prevents heat loss through the roof. "Comfortested" construction will assure real cosy warmth in zero weather with moderate fuel bills.

A LESSON FROM BIRDLAND

The birds bravely go about the business of home building, even though the season be late and the weather unpropitious.

If they waited always for everything to favor their venture, few homes would be built in Birdland.

Now is Always a Good Time to Build



SIX ROOMS

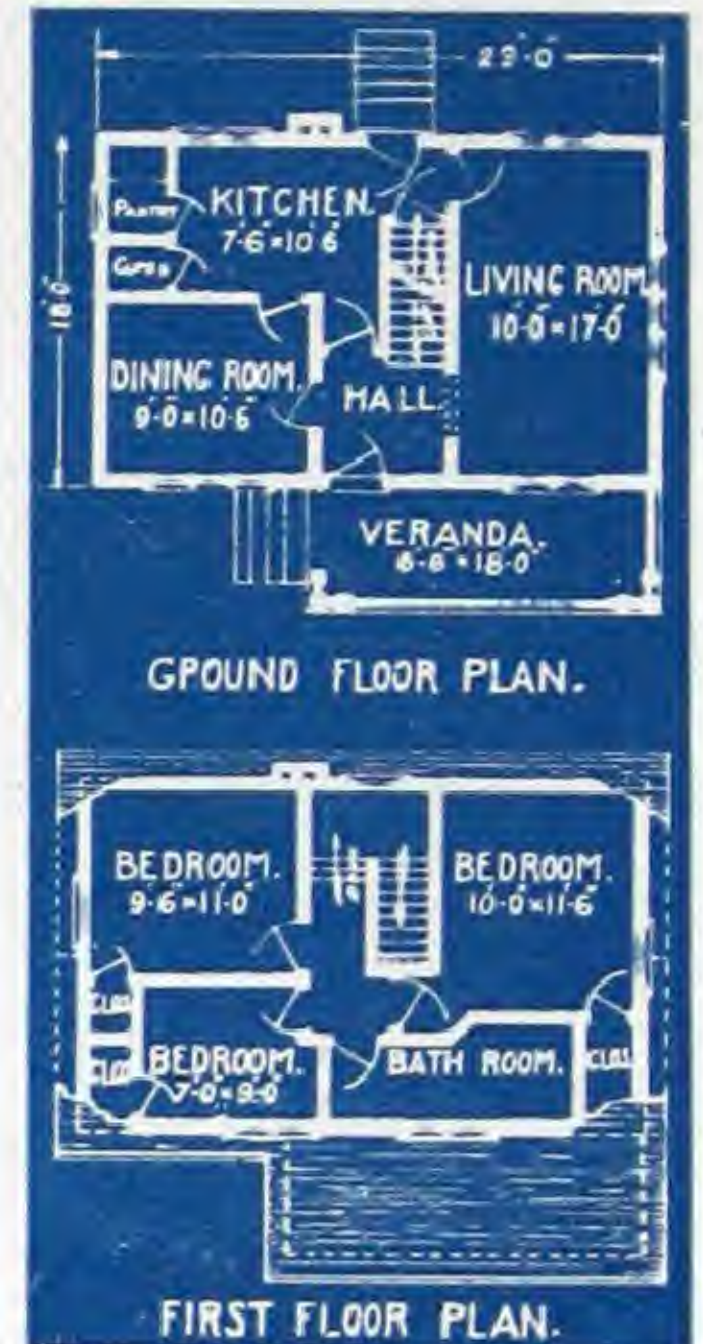


FIVE ROOMS



"Pinedale" A Charming New Design With Six Lovely Rooms

THERE is real "character" to this lovely home, a home that will prove popular with those who want something "different," yet without "freakishness." The unusual design of the roof with its graceful sweep over the front verandah gives it a very home-like appearance, which is further borne out by the case-ment windows in the front rooms. Dormers are used to make use of the roof space, which allows for three good bedrooms and a bathroom upstairs. Each bedroom is supplied with a good roomy clothes closet, fitted with coat hooks and a shelf.



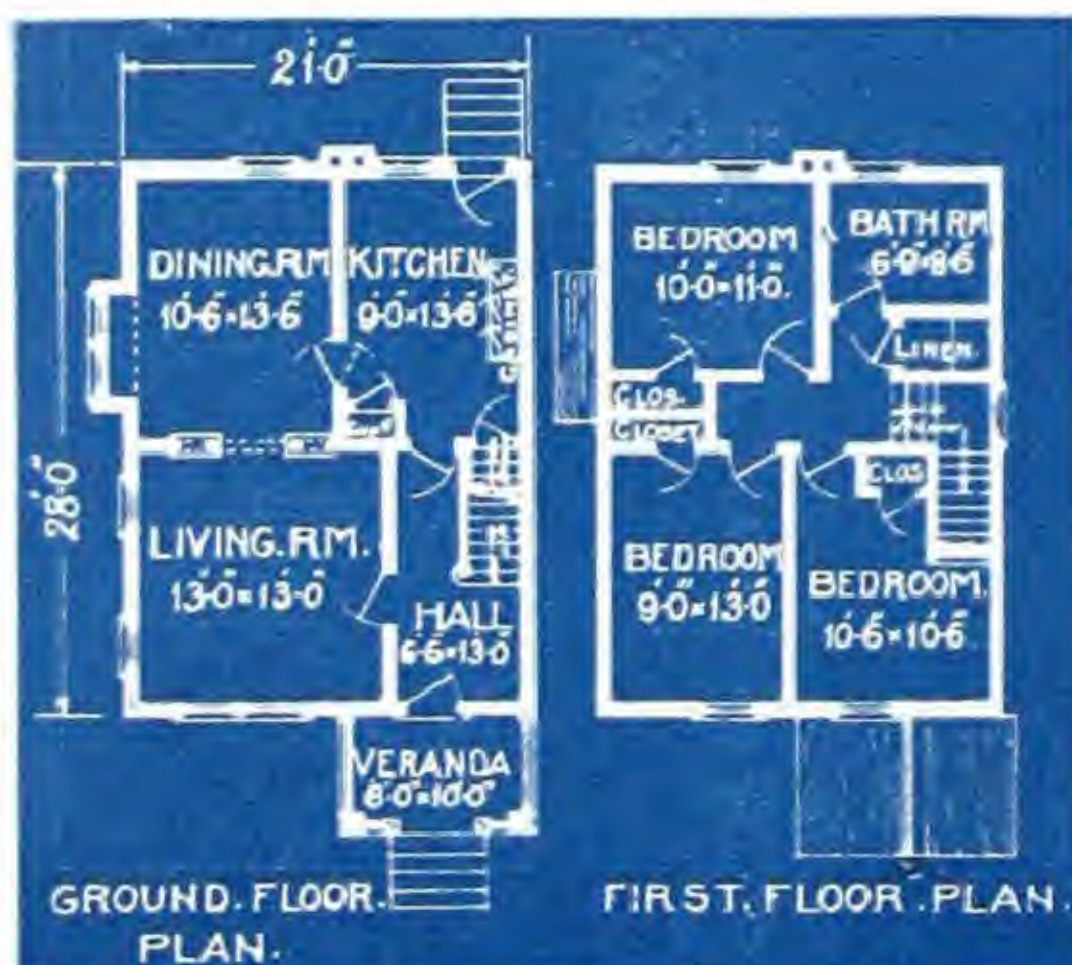
Size 29 ft. x 18 ft.

EVERY ROOM EASILY ACCESSIBLE

See how conveniently the rooms have been arranged: A large entry hall, with a big, well-lighted living room on the right. The Dining Room is on the left, directly next to the kitchen, which is provided with a nice, large pantry and a handy cupboard for utensils.

"Sprucedale" A Pretty Home for a Narrow Lot

HERE is another storey and a half home that will prove an economical home to build. The exterior effect is very pleasing, with the blending of stained shingles and painted siding, while the pretty front porch and hooded front windows give it a particularly cosy and homelike appearance.



Size 21 ft. by 28 ft.

SIX LARGE ROOMS AND BATHROOM

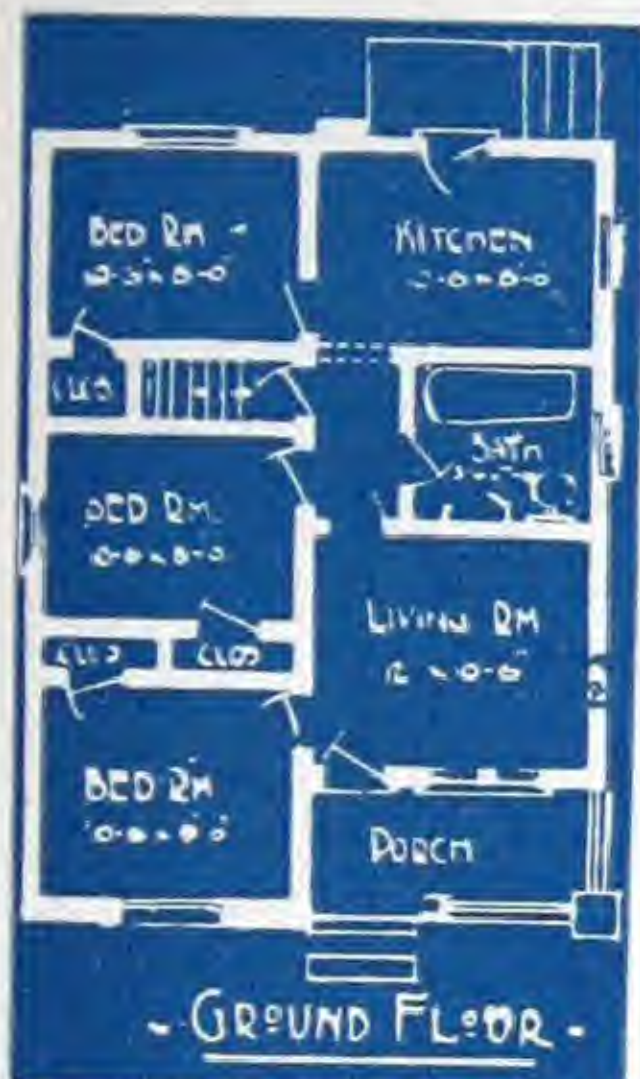
On the ground floor you have a Living Room 13 feet square, with a good size dining room and large kitchen, with a handy built-in cabinet. Upstairs you will find there are three large bedrooms, well provided with closets, a roomy bathroom and a handy linen closet at the head of the stairs.

THE HOMES ON THIS PAGE SUPPLIED "READY-CUT."

"Hedgerow" a Favorite Design at a Low Price

THE cosy compactness of this pretty little cottage home has made it a great favorite with home builders. It has a most attractive exterior, with its bell-cast roof and under-built porch, and well arranged windows.

Built the Halliday Way it is a home of real comfort, even in the coldest weather, as Mr. Sampson, of Lynden, found, when he wrote: "During a recent cold spell, 6° below zero, unless we went outside we did not know it was winter."



Size 24 ft. by 32 ft.

FIVE ROOMS AND BATHROOM

A glance at the plan will show that ample accommodation is provided for a medium size family. Three good bedrooms, a nice kitchen and a large living room, with a bath room conveniently placed, takes care of all available floor space. The attic can be used for storage if desired, or if preferred, additional room space can be provided later when needed.



Size 23 ft. by 29 ft.

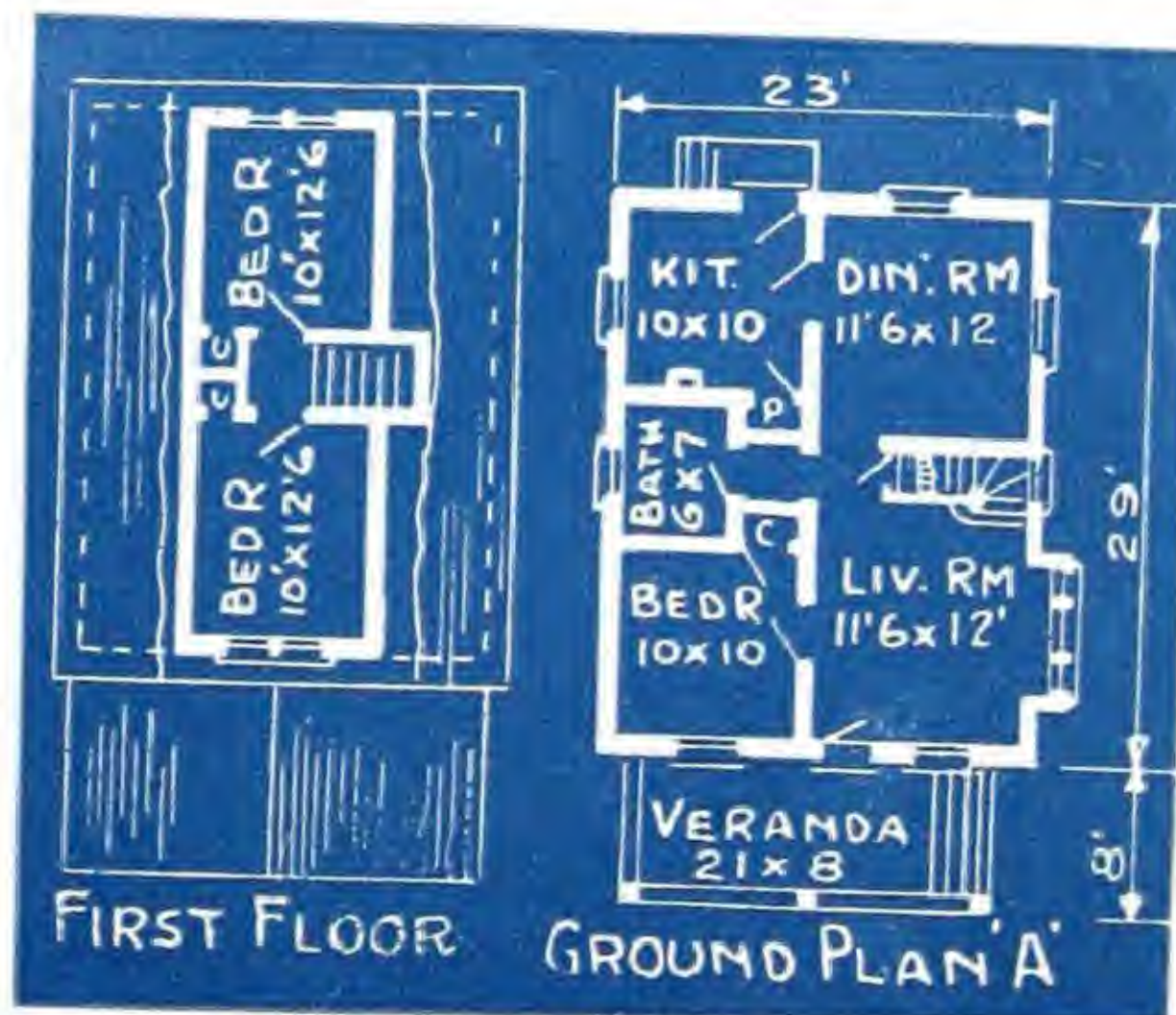
ANOTHER HOME THAT DEMONSTRATES HALLIDAY VALUES

Ingleside is a home that can be purchased for surprisingly little money. Nothing has been spared to make it a home of solid comfort. The convenient arrangement of rooms is quite striking and all rooms are of good size and easily accessible. This home like all other "Comfortested," is finished with beautiful clear Trim and Hardwood Floors on the ground floor.

"Ingleside," A Roomy Cottage of Six Rooms

HERE is a one and a half storey design that is really charming, the partly closed verandah lending a new touch that will meet with your approval. See how easy it will be to close it in with screens or glass—a cool, comfortable spot in summer and a cosy sun parlor in winter.

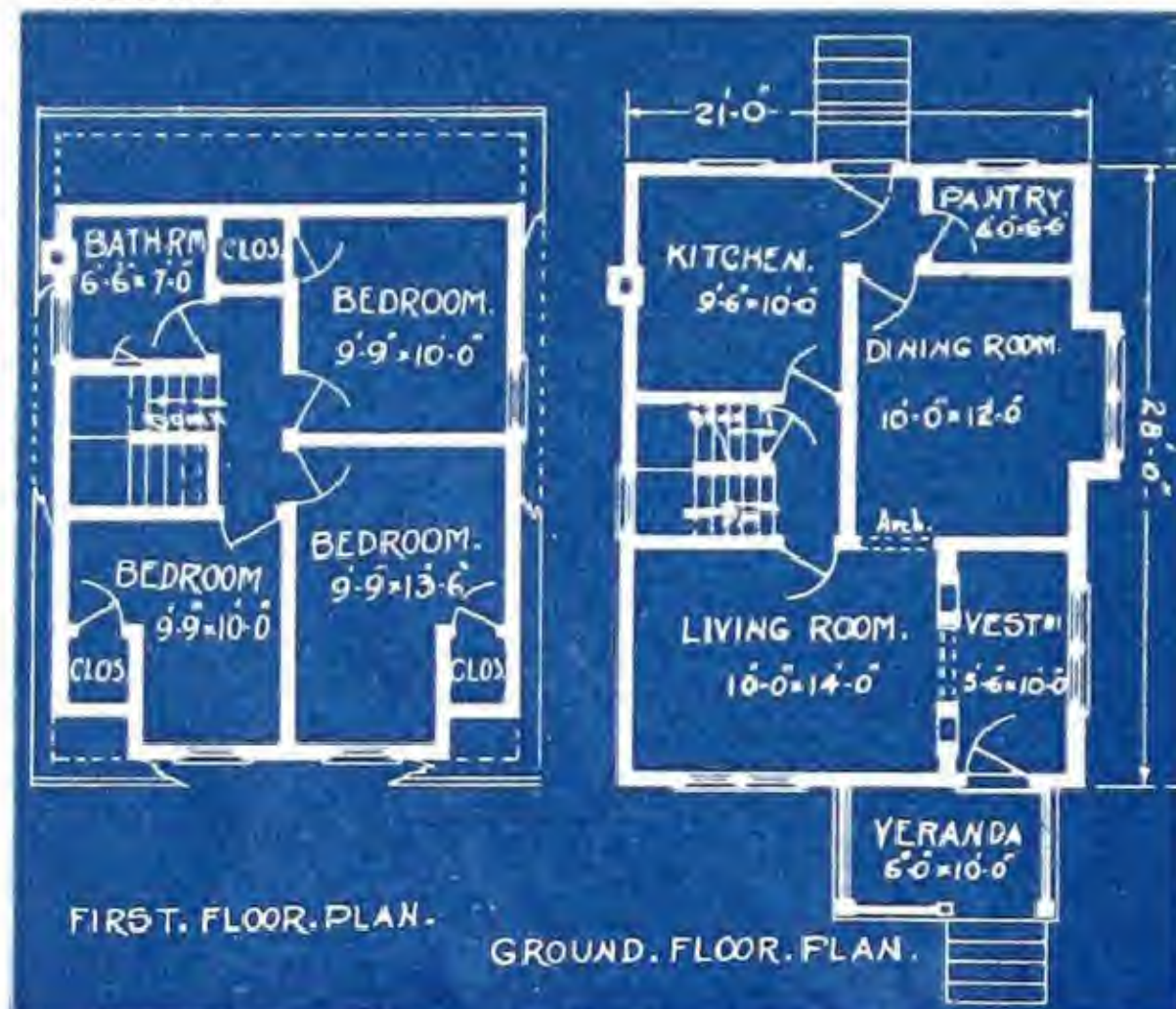
Six rooms, all of good size are provided, kitchen, dining room, living room and three bedrooms, with a bathroom on the ground floor.



THESE HOMES SUPPLIED READY CUT

"Elmdale," Economical Comfort in a Six Room Home.

THE contrast of painted siding and stained shingles gives an unusually pretty effect to this lovely home, and gives a promise of roomy comfort that is not lost when you step inside the vestibule. Downstairs there is a nice big living room, a large dining room with a cheery bay window, a good big kitchen, and a fine roomy pantry. Upstairs there are three nice bedrooms and a bathroom, each bedroom has a clothes closet.



Size 21 ft. by 28 ft.

JUST THE HOME FOR A NARROW LOT

The width is just right for a twenty-five foot lot, being only twenty-one feet in width, but although quite narrow you will see that all rooms are of good size, and every bit of useable space has been made use of. Simple lines and ready cutting make "Elmdale" an easy home to build, and the low price makes it easy to finance.



Size 22 ft. by 29 ft.

AN OUTSTANDING EXAMPLE OF HALLIDAY VALUES

Willowdale demonstrates that Halliday Homes will save you money. Turn to the price list and see how little money you need to really have a home of your own. But comfort has not been forfeited in order to get a low price; the same comfort giving construction is provided in all Halliday Homes. Mr. Wm. Tarr, Moncton, Ont., says: "We easily SAVED \$200 or \$300 on our cottage home, in which we are very comfortable."

"Willowdale," A Snug Little Home for a Small Sum.

WHAT a pretty little house it is! so cosy and snug looking. Well laid out with convenience and comfort the main thought. The Living Room, Dining Room, Kitchen, two Bedrooms and Bath Room are all of good size and well lighted. Note the convenient little hall dividing the living rooms from the sleeping quarters and the bathroom.



THE HOMES ON THIS PAGE SUPPLIED "READY CUT".

"THE MATERIAL YOU SUPPLIED WAS FIRST-CLASS."—J. Manning.



"Sunnylea" Convenience and Comfort at Small Cost

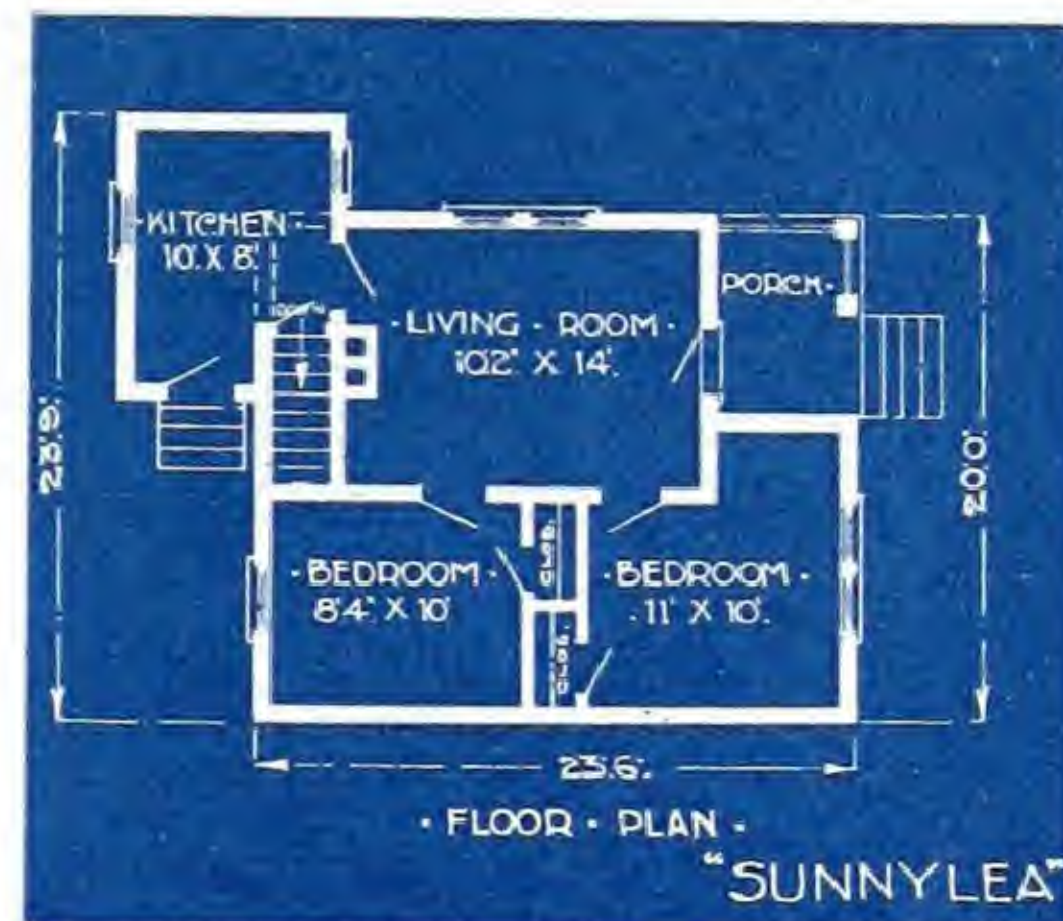
THIS lovely little 4-room house was originally designed specially for one of our customers. When built, it looked so good that we featured it and it has become quite popular. Each room is a good size and well lighted, and arranged for convenience. Hardwood floors make it easy to keep clean.

An Ideal Arrangement

Only when you come to place your furniture in our "Sunnylea" home, will you fully realize how well conceived this plan is. The dormer and the inset porch give a distinctive touch to the appearance. As for value—you'll find the "Sunnylea" hard to beat. Ground space is 23 ft. 6 ins. x 23 ft. 9 in. overall.

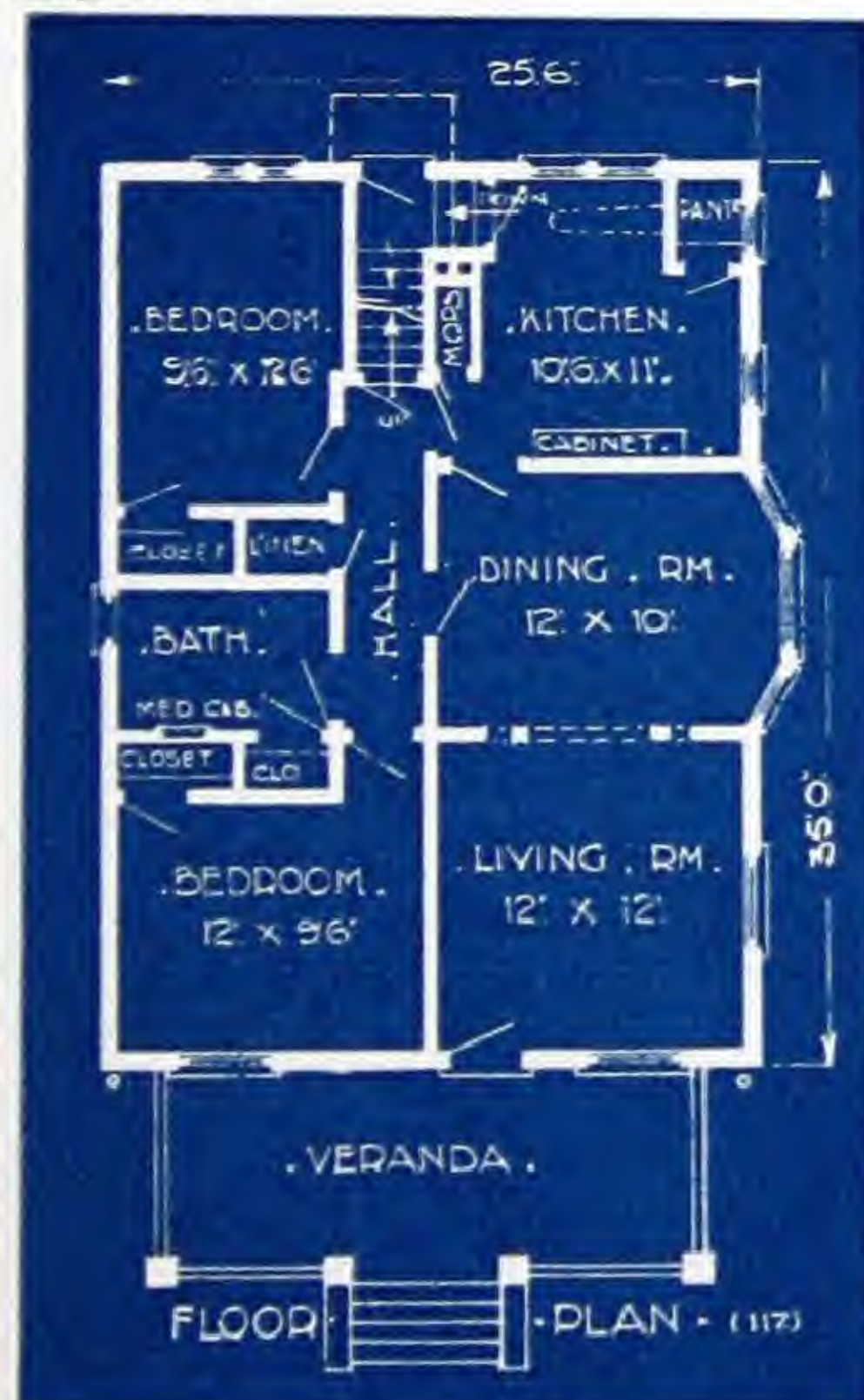
"My Sunnydale home is completed. We are living in it. It is very comfortable and attractive."

W. J. CALLANAN, Erindale.



"Sunnymoor," a Home of Convenience

THE bright kitchen alone indicates that. It has built-in cabinet, folding ironing-board, well lighted pantry and a mop cupboard. Even the hall has a linen cupboard.



Looks Substantial—Costs Little.

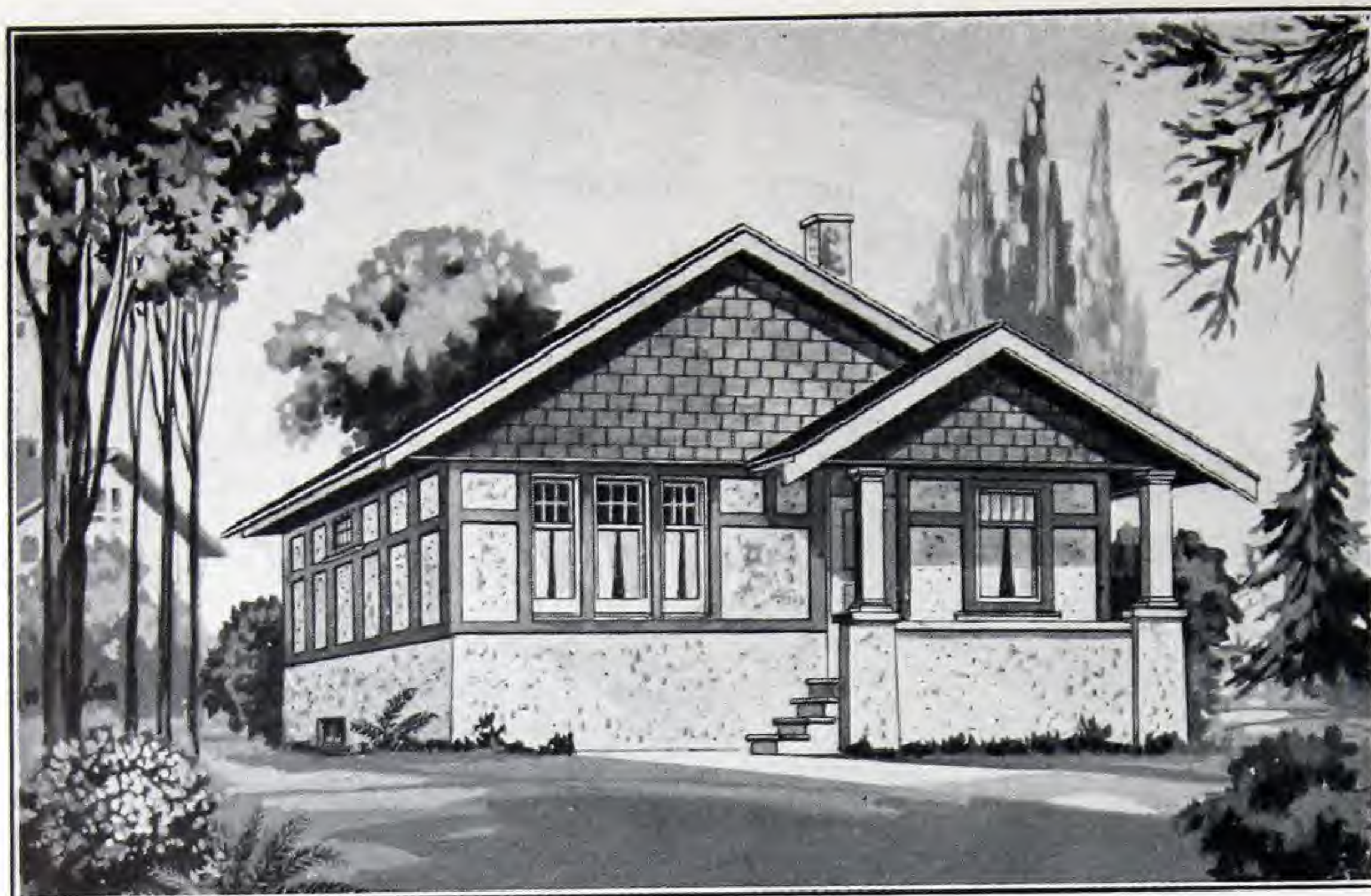
The veranda walls are filled in with siding to match the house. What a fine sun-porch it would make, filled in with glass or screens. The bay window gives spaciousness and light to the dining room. A five-roomed home that's worth careful consideration. Size 25 ft. 6 in. x 35 ft.

"My house is very warm and we kept it open and heated it with two gas stoves, but when the sun was shining we had to turn one out. My highest gas bill was \$11.00.

Service was satisfactory and material was just fine."
E. KIMBALL, Leamington.

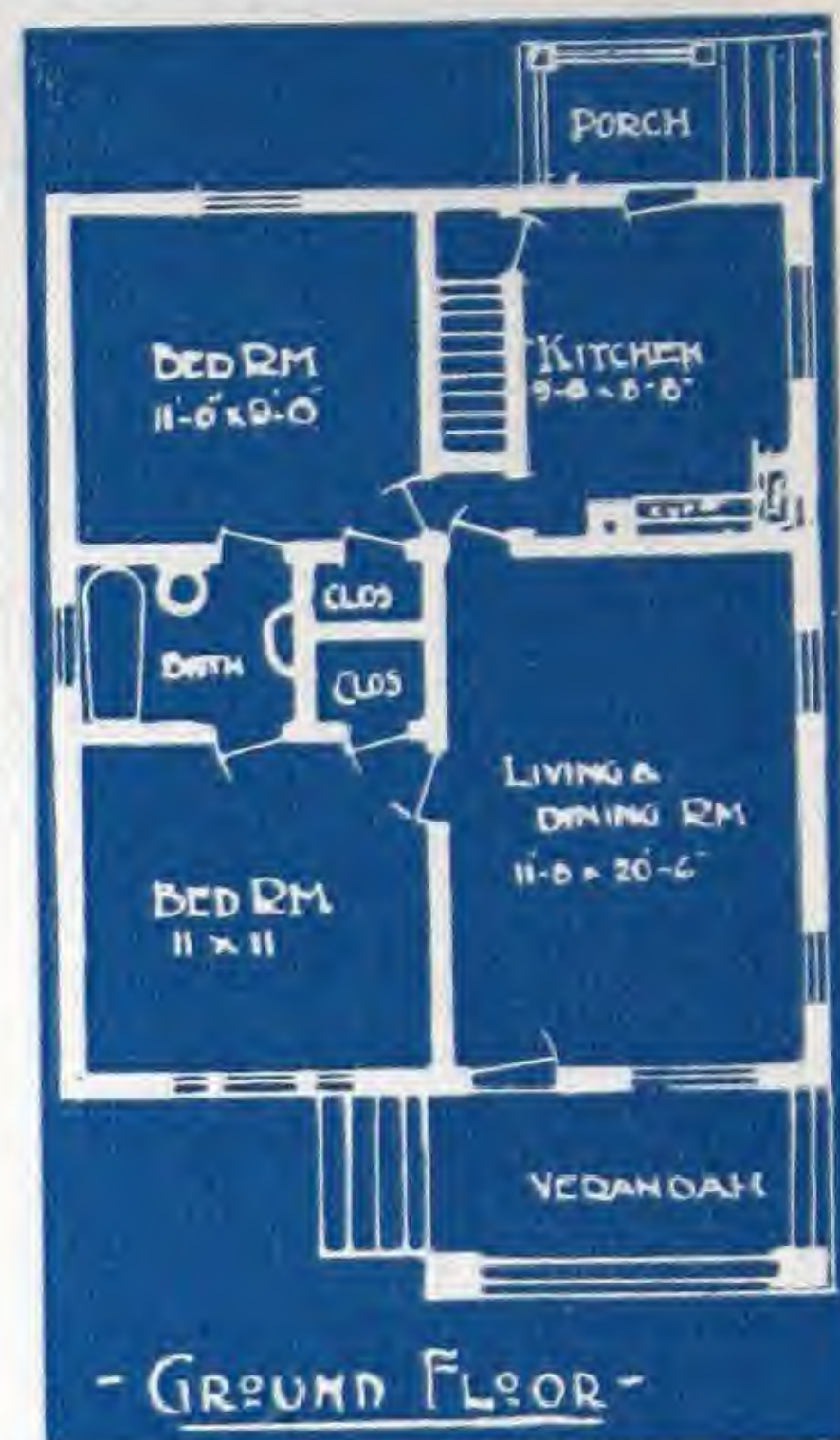
"OUR NEW HOME IS MORE COMFORTABLE THAN THE OLD ONE."—F. Moore.

WE SAVED 25% AND GOT BETTER MATERIAL."—John Kellow.



"Leaside," A Delightful Little Stucco Home

THE half timbered effect gives Leaside a really distinctive appearance. The improved stucco materials now used, add durability to beauty.



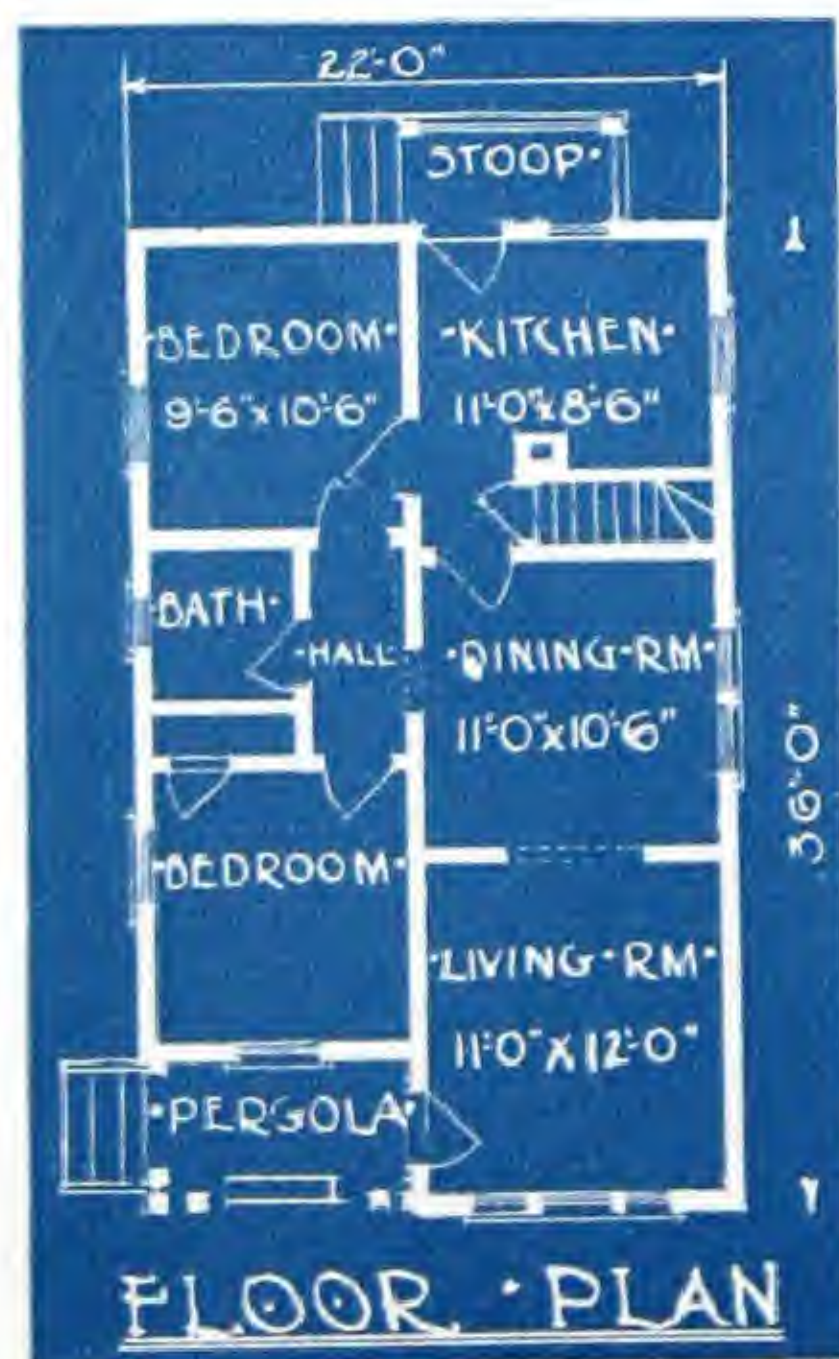
Four Rooms and Bath Room. Size 24 ft. by 28 ft.

A large combined living and dining room is a feature of this cozy little home. The kitchen is a good size, and has a handy cabinet built in. Two bedrooms each, with a clothes closet and a bathroom are provided for. All rooms are well lighted and conveniently arranged.

For a small family Leaside will provide comfort at a minimum cost.

"Grimsby" Unusual Charm Combined with Real Comfort

A more delightful little home than "Grimsby" would be hard to find. The picture shows the attractive exterior design and a glance at the plan shows a most convenient arrangement of the five rooms. Note below the two bedrooms and bathroom are kept apart from the main living part of the house by the central hall.



The Pergola Effect of Veranda is Distinctive.

"Artistic" is the word that best describes the treatment of the Veranda, which adds individuality to this charming cottage.

Comfort is assured by "Comfortested" construction, a feature that saves from 20% to 30% of fuel cost.

Size 22 ft. by 36 ft.

"I would like to express my satisfaction for the quality of material and the prompt service that I received from you last summer for the "Eastvilla" home. My tenant says the house is like a 'Thermos Bottle' in cold weather." MR. T. MALONE, Niagara Falls.

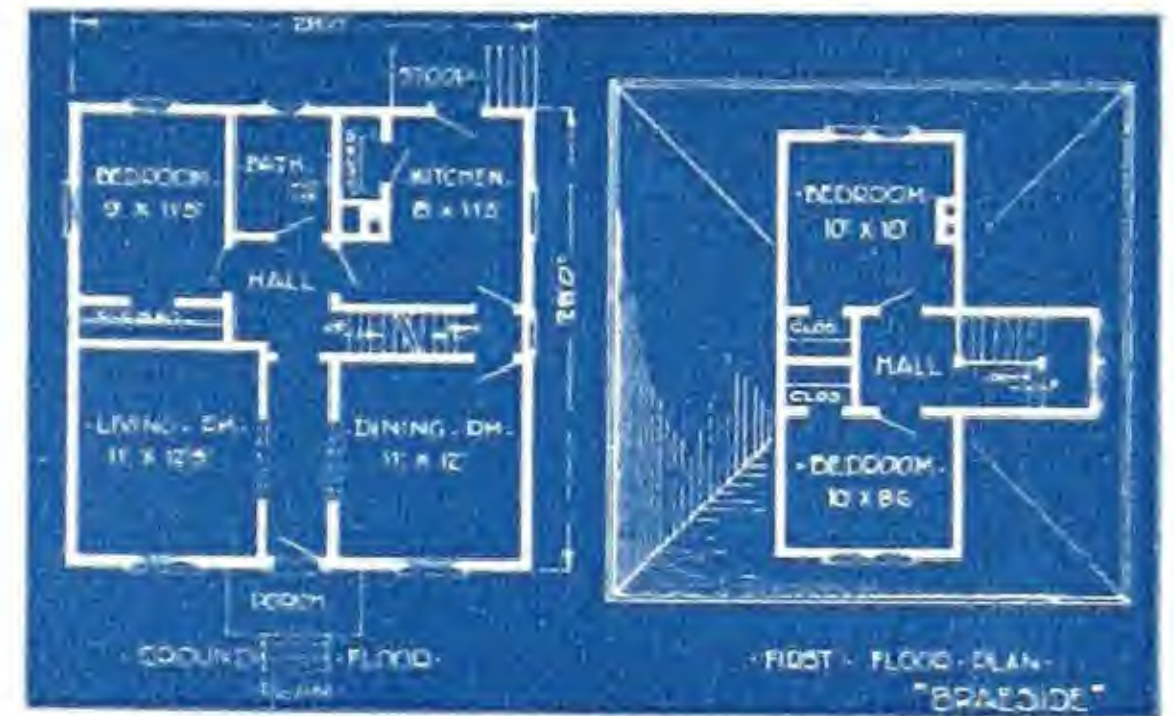
"EVERYTHING WAS FIRST-CLASS AND NOTHING LACKING."—James Berry.

"EVERYTHING IS OPENING UP O. K., AND WE ARE PLEASED."—D. W. Johnston.



"Braeside," a Square Plan Home of Six Rooms

THE simplest, most economical of plans, without frills or fads—giving the utmost accommodation for the least possible money. Each room is of nice proportions. Dining-room and living room open on to the hall through an archway. Note the central hall, giving access to all rooms downstairs and from which the stairway leads—a feature which saves a housewife many steps in a day's work.



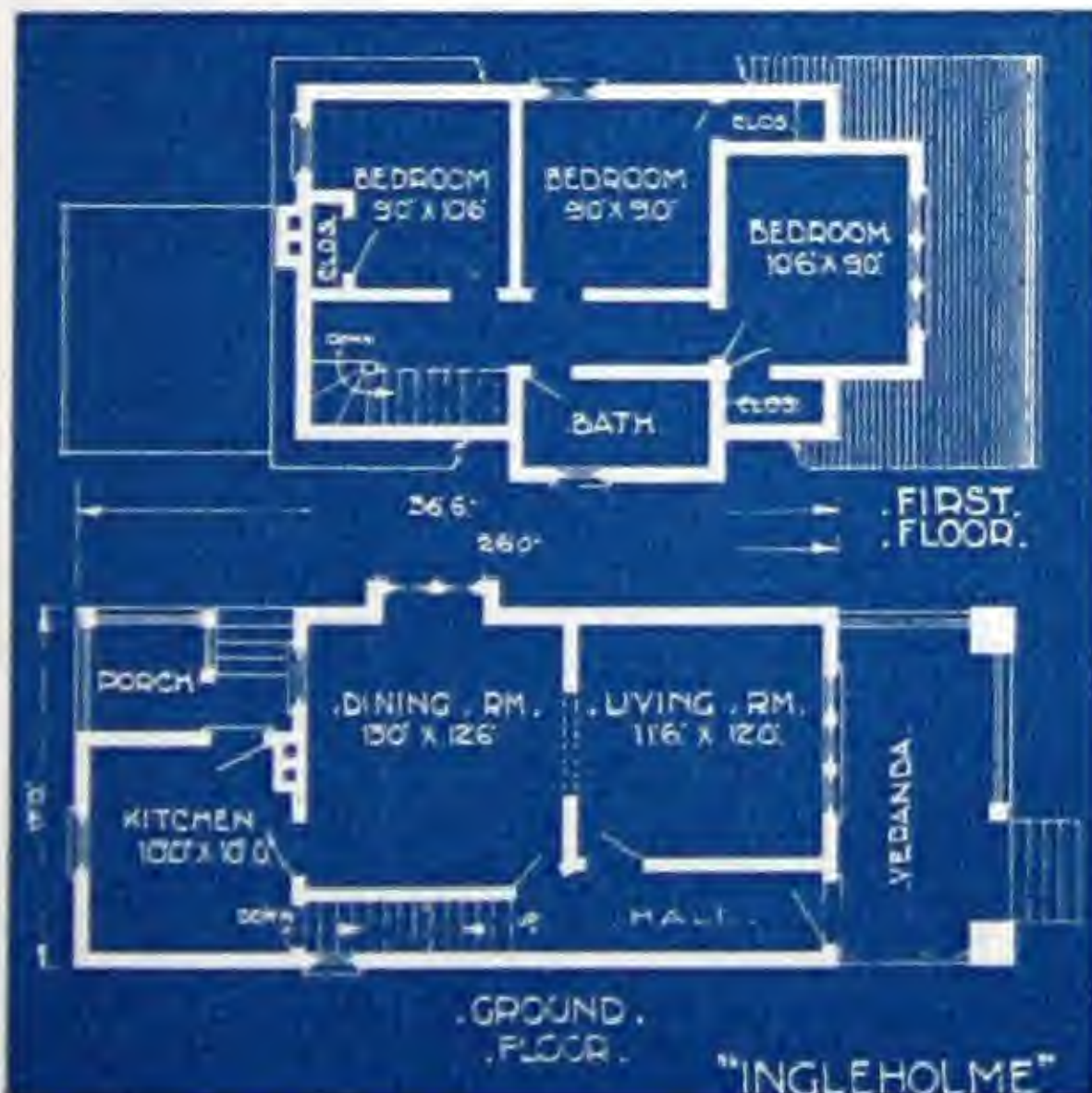
Lots of Clothes Closets in this Cosy Home
Good size bathroom. No trouble to heat this home on very little fuel. Size 28 ft. x 28 ft.

"Our 'Comfortested' home is very cosy and warm. We did not use any extra fuel during recent cold snap. Temperature was 10° to 15° below.

Am satisfied we use fully one-third less fuel by having a 'Comfortested' home." J. BRADSHAW, Thamesford.

"Ingleholme," Planned for a Narrow Lot

ONLY seventeen feet wide, "Ingleholme" is a most practical design in layout as well as good looking. Full width veranda. Big clothes closets in bedrooms. Every room a good size. Colonnade between living room and dining room.



Six Rooms and Bathroom

And every room well lighted. If you are restricted for space you can't beat this plan and the price is surprisingly low. Size 17 ft. x 26 ft. and Kitchen Addition.

"We are pleased with our home and saved much money by buying from you."

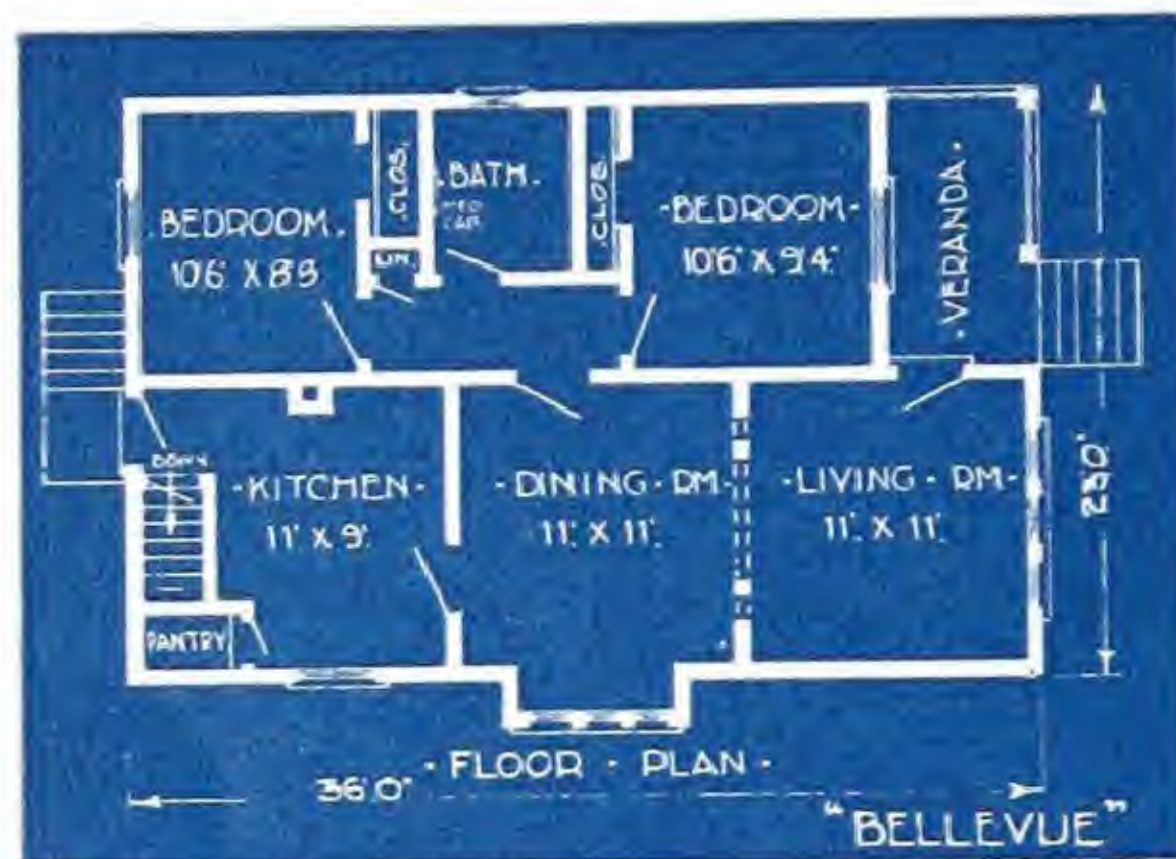
H. MASHFORD, Niagara Falls.

"THE MATERIALS WERE EXCELLENT. I WILL SAVE \$500."—Mr. Mahler.

"IF I WERE BUILDING AGAIN I WOULD BUY FROM HALLIDAY."—David Smith.

"Bellevue," a 5-Room Home at a Low Price

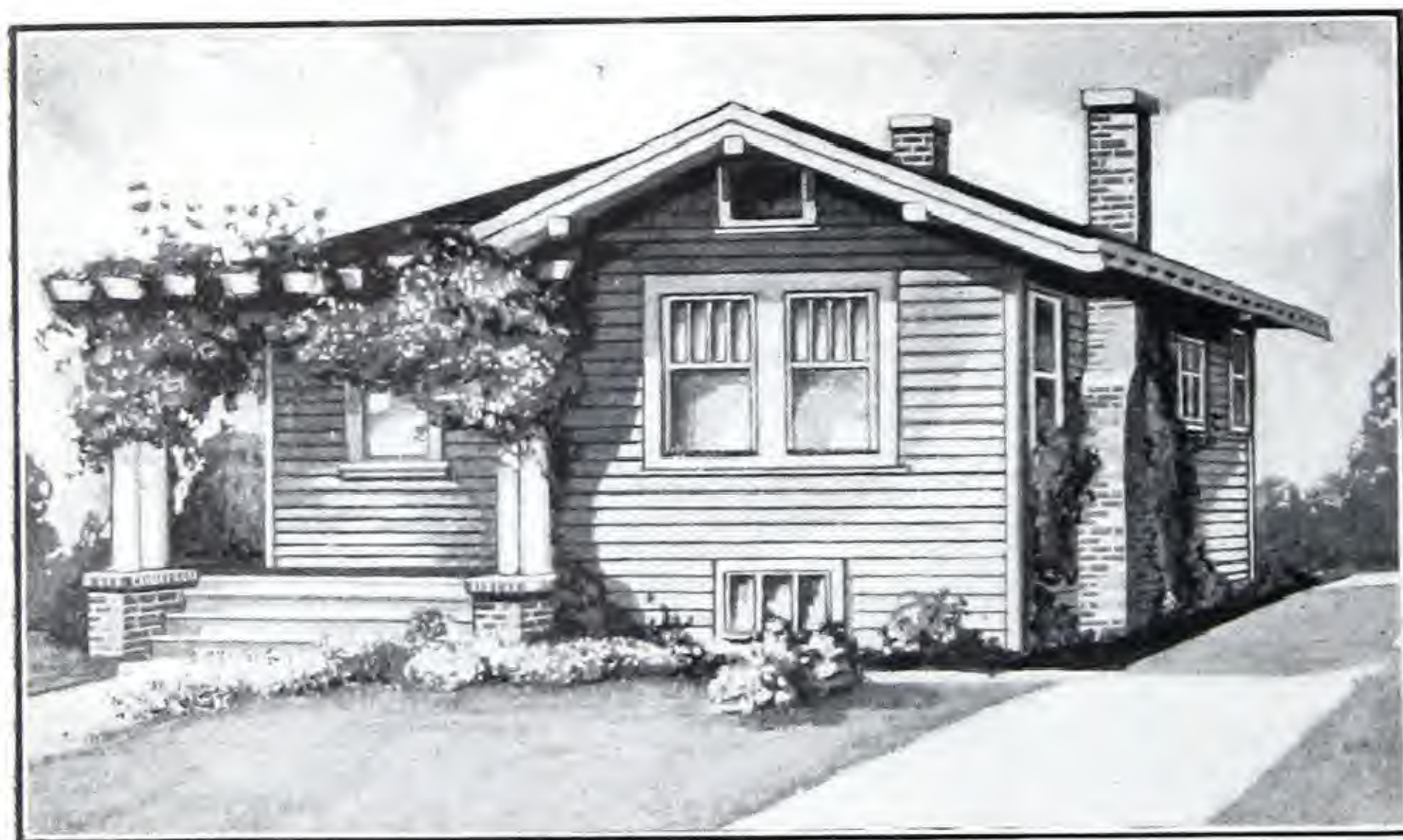
A HOME of five rooms and bathroom that has charming simplicity. It is lifted from the ordinary, however, by the set in veranda, the triple windows, and the belt of shingles just above the foundations. The price makes this a Halliday leader. Each room is a good size. Bedrooms have big clothes closets. Hall has linen cupboard.



Big Bay Window in Dining Room, Living Room and Dining Room connected by Colonnade. Pantry in kitchen. Size is 23 ft. x 36 ft.

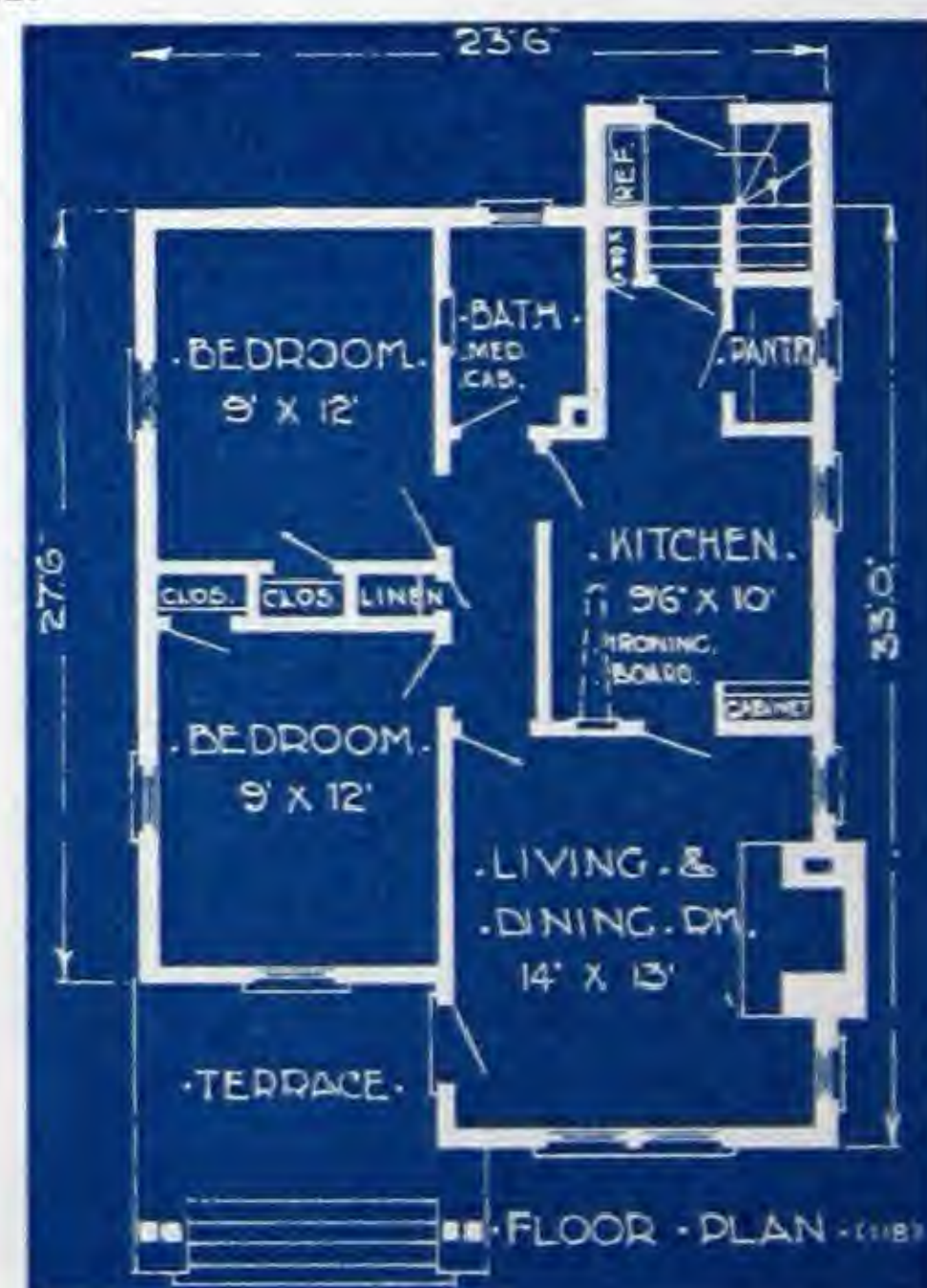
"It certainly saves a lot of money buying everything on one order."

R. L. GILLIAN, Orillia.



"Windsor," a 4-Room Home of Unique Design

THE terrace effect is a distinctive note. The whole exterior has character. The living room is large and is made cosy by a fireplace. Both bedrooms have clothes closets and there's a linen cupboard in the hall.



The Kitchen is a Delight

A well-lighted pantry, a built-in cabinet, a convenient folding ironing-board, a mop cupboard and on the back porch, refrigerator space. Medicine cabinet in bathroom. Size 23 ft. 6 in. by 33 ft.

Mr. Ernest J. Hallett, O'Leary, P. E. I., says: "I am occupying the house and have to advise you that I am very well pleased with everything, and must congratulate you on your promptness in shipping anything that was short and also for your courteous manner of doing business. It is a pleasure to deal with a firm like yours and I shall have pleasure in recommending you very highly to any of my friends who may contemplate building at any time."

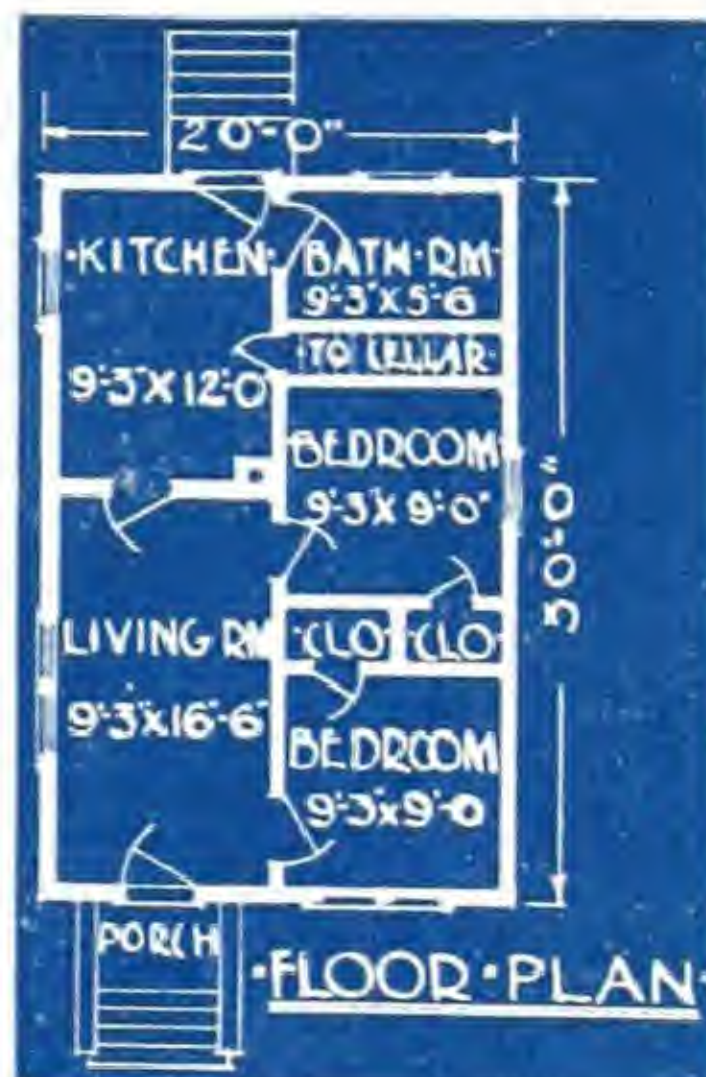
"I SAVED AT LEAST \$300 BY BUILDING THE HALLIDAY WAY."—Otto Fuerth.

"I AM SATISFIED WITH ALL MY DEALINGS WITH YOU."—Francis Strachan.



"Niagara" a New Four Room Cottage

DESIGNED for economy and comfort, "Niagara" will appeal to those who need only a small home. It combines attractive appearance with convenience, is a style that is most popular, and easy to build. There are four rooms and a bathroom. The living room is particularly pleasing, being roomy and well lighted and with easy access to the other rooms.



Hardwood Floors Lighten House Work

Even the smallest "Comfortested" Home is provided with hardwood floors, and all other comfort-giving features provided in the larger homes are included also.

Size 20 ft. x 30 ft.

The Halliday Co., Ltd., Hamilton, Ont.

Woodstock, Ont.

Gentlemen—I am enclosing a snap of our new Cottage, which we find very satisfactory in every way. The material sent was as represented, and any shortage was adjusted at once.

I believe the insulating of the house to be of great benefit. It is easy to put on, and it is a great fuel saver.

If we were building again we would surely build the "Halliday Way."

Yours truly, F. W. GOBLE.

"Dundas" a Popular Five Room Home

HERE'S another new five room cottage that will win instant approval. The large living and dining rooms will make the whole house seem much larger than it really is.

There are two nice bedrooms, each with a closet and a bright, roomy kitchen.



THE VERANDA ADDS TO THE DISTINCTIVE APPEARANCE

The treatment of the front of the house, especially the veranda, is delightful, the usual hand railing being replaced by flower boxes. "Dundas" will give you unusual comfort for a small outlay.

Wm. Marshall, of Sault Ste. Marie, says: "Thank you for your prompt and efficient service in all our dealings with you. We take pleasure in recommending you to others."

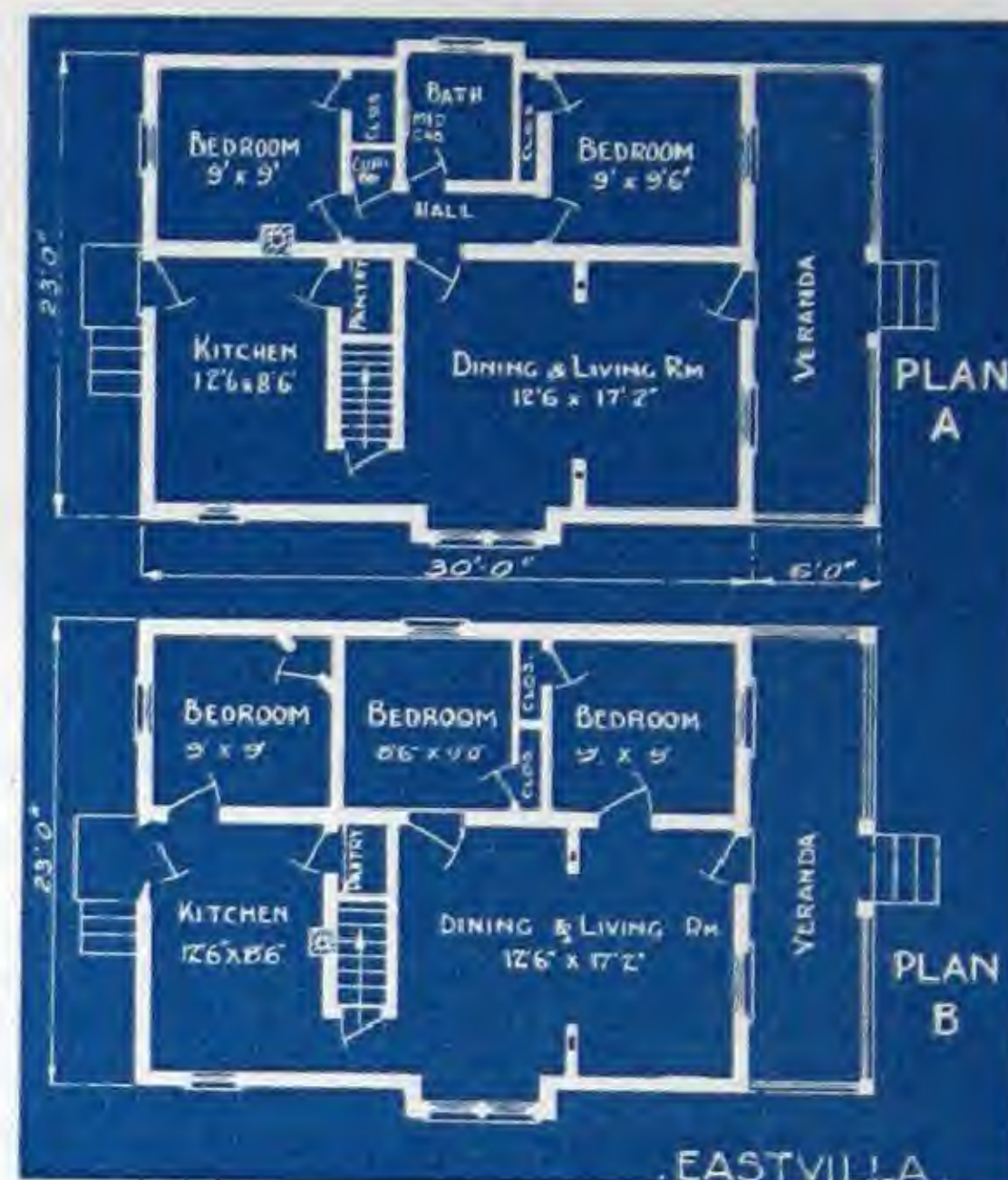
WE SAVED \$300 to \$400 BY BUILDING THE HALLIDAY WAY."—C. M. Broadbent.

"I AM MORE THAN PLEASED WITH TREATMENT I RECEIVED."—A. A. Fulcher.



"Eastvilla," Easy and Economical to Build

THOUGH the price is startlingly low, and the design saves construction costs, "Eastvilla" is a home that looks



snug and cosy in any surroundings. Note the bay window and the spacious veranda.

Five Rooms and Bathroom—Or Six Rooms.

You have the choice of two plans as shown. The dining and living rooms are separated by a colonnade. The hall in Plan A gives privacy to bedrooms and bathroom and provides a linen closet. There is a pantry in the kitchen.

Size 23 ft. x 30 ft.

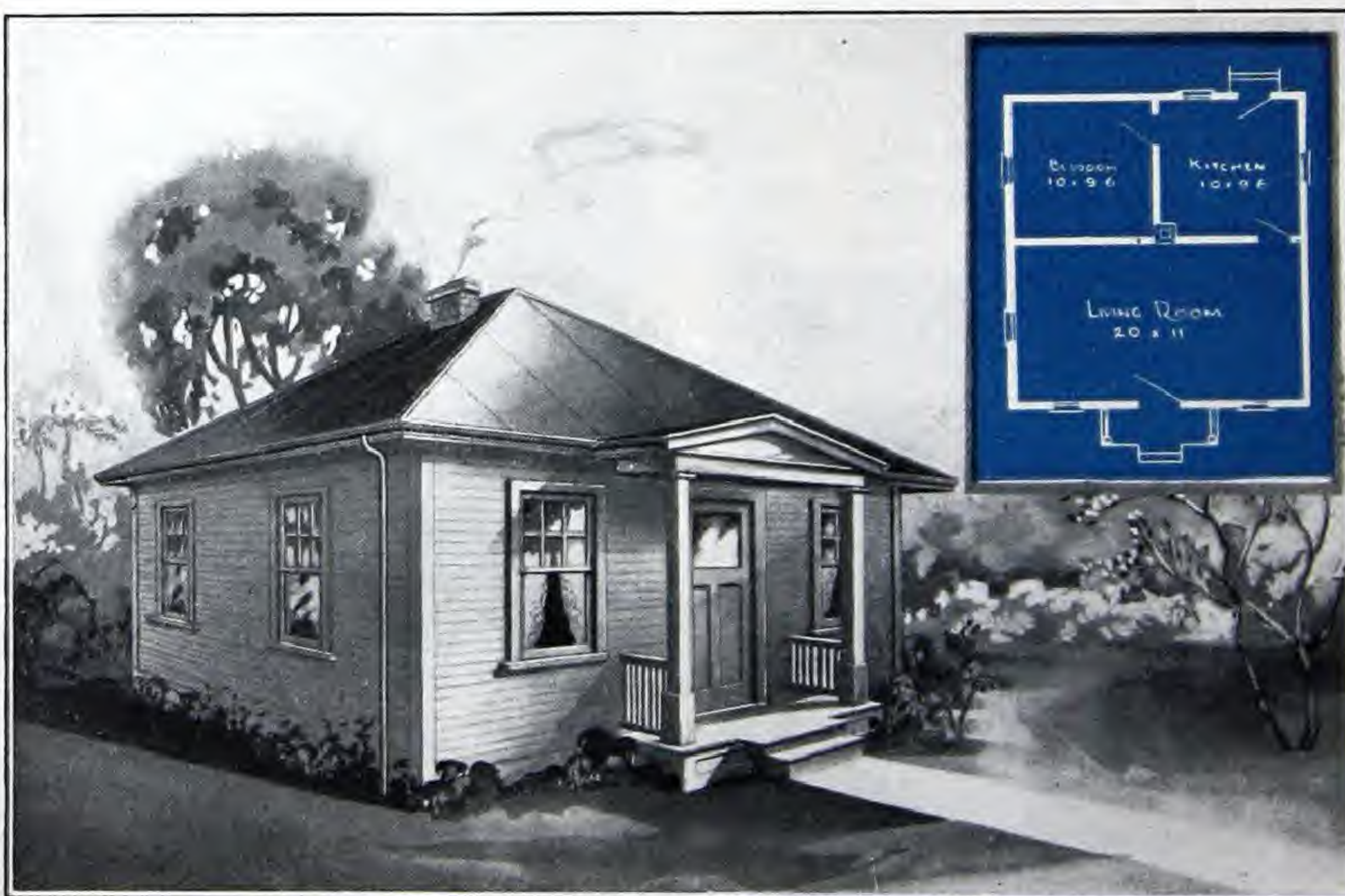
"My house is certainly one of the PRETTIEST AND BEST homes in Cobourg. The furnace is simply wonderful; it heats the house fine. I wish you could see my place; there have been scores of people to see it.

ABRAM PAYNE, Cobourg.

"Belmont," A Three Room Home at a Low Price.

ALTHOUGH "Belmont" has only three rooms; it is so well proportioned that it seems to be much bigger than it really is. The fine big living room lends an air of spacious comfort to this little home, and yet the kitchen and bedroom are not sacrificed.

Built the Halliday way, "Belmont" will indeed be a home of substantial comfort. Wall board is supplied with this home for interior walls.



Size 21 ft. x 22 ft.

"THE MATERIALS FURNISHED WERE AS REPRESENTED.—G. E. Foster.



"Ardendale"

Designed for Economy

The economical construction of this home is its strongest appeal, but though it can be built for only a small sum, the comfort and convenience is there just the same if you build the Halliday way.

The picture does not do justice to this home. When built it is a really attractive cottage.



Six Rooms and Bathroom—Size 20 ft. by 25 ft.

Three big rooms downstairs, and upstairs three nice bedrooms and a bathroom, provides good accommodation for a growing family. It's just the home to build on a twenty-five foot lot.

HAPPINESS

Think of young married folk you know. Who are the happiest, those who continue as "boarders" in the world, thinking only of "freedom" and good times, or those who seriously and bravely take on the responsibility of home and family? The road to home is the road to Happiness.

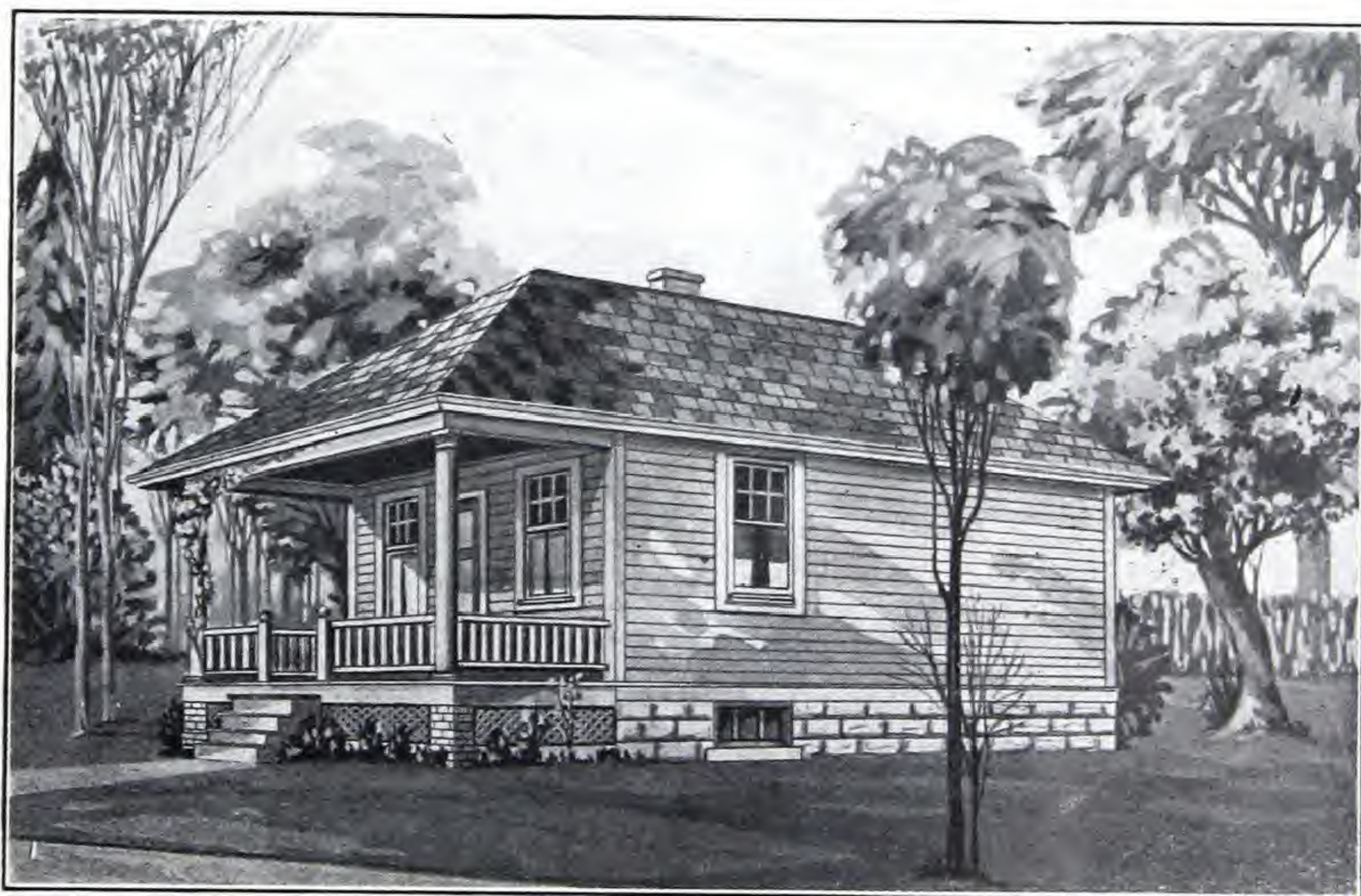
"Eastview"

A Snug Four Room Home

Here is a small home that will fill the need of the small family, or the old folks. Convenience in arrangement has been considered which will reduce housework to a minimum.



Size 22 ft. by 26 ft.



The rooms are all of good size, and plenty of light and ventilation are provided for.

The veranda, full width of the house, will be appreciated in the summer time. An outside entrance to the cellar is provided at the rear.

The same high quality materials are supplied with small homes. Read what Mr. Johnston says about quality:

"Everything is opening out O.K., and everyone who sees it is delighted with the quality."
D. W. JOHNSTON, Nestleton.

BE SURE YOU HAVE OUR LATEST PRICE LIST

"Lakeland" Summer Cottage

AN ideal cottage for the annual holiday by the lake, or in the woods. A large dining room, good kitchen, and two bedrooms, besides the large screened porch, and open veranda, provides ample accommodation for the whole family.

There is health and pleasure to be found near home if you only have a comfortable cottage ready for occupation, when the warm weather comes.

Halliday Summer Cottages are built of the same high quality materials as our regular homes, but are of lighter and more airy construction.

Comfort, convenience, economy and durability have all been studied in these designs.

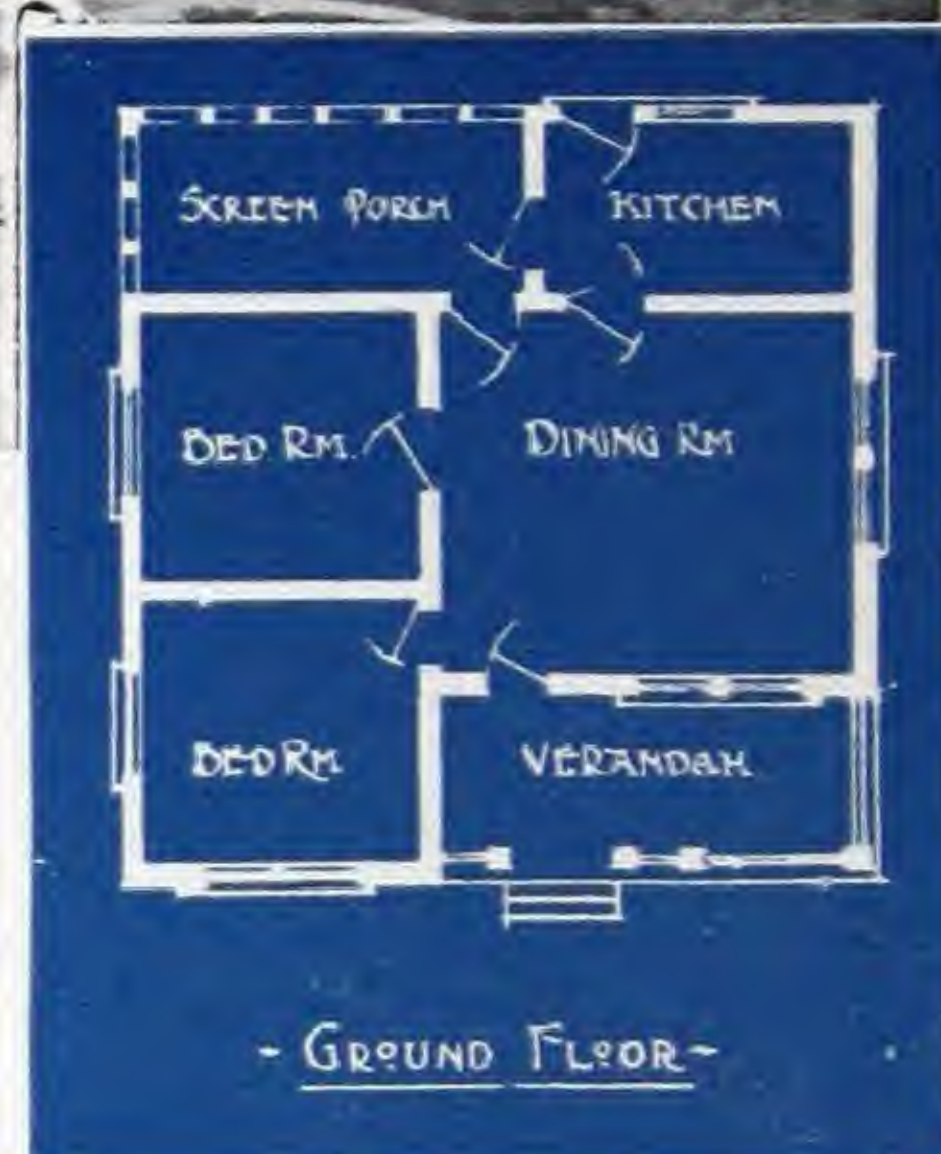
We supply cedar posts for the foundations, and adjustable window screens for all windows. Front and back doors are provided with screen doors.

Our "Guarantee of No Extras" holds good for summer cottages also.

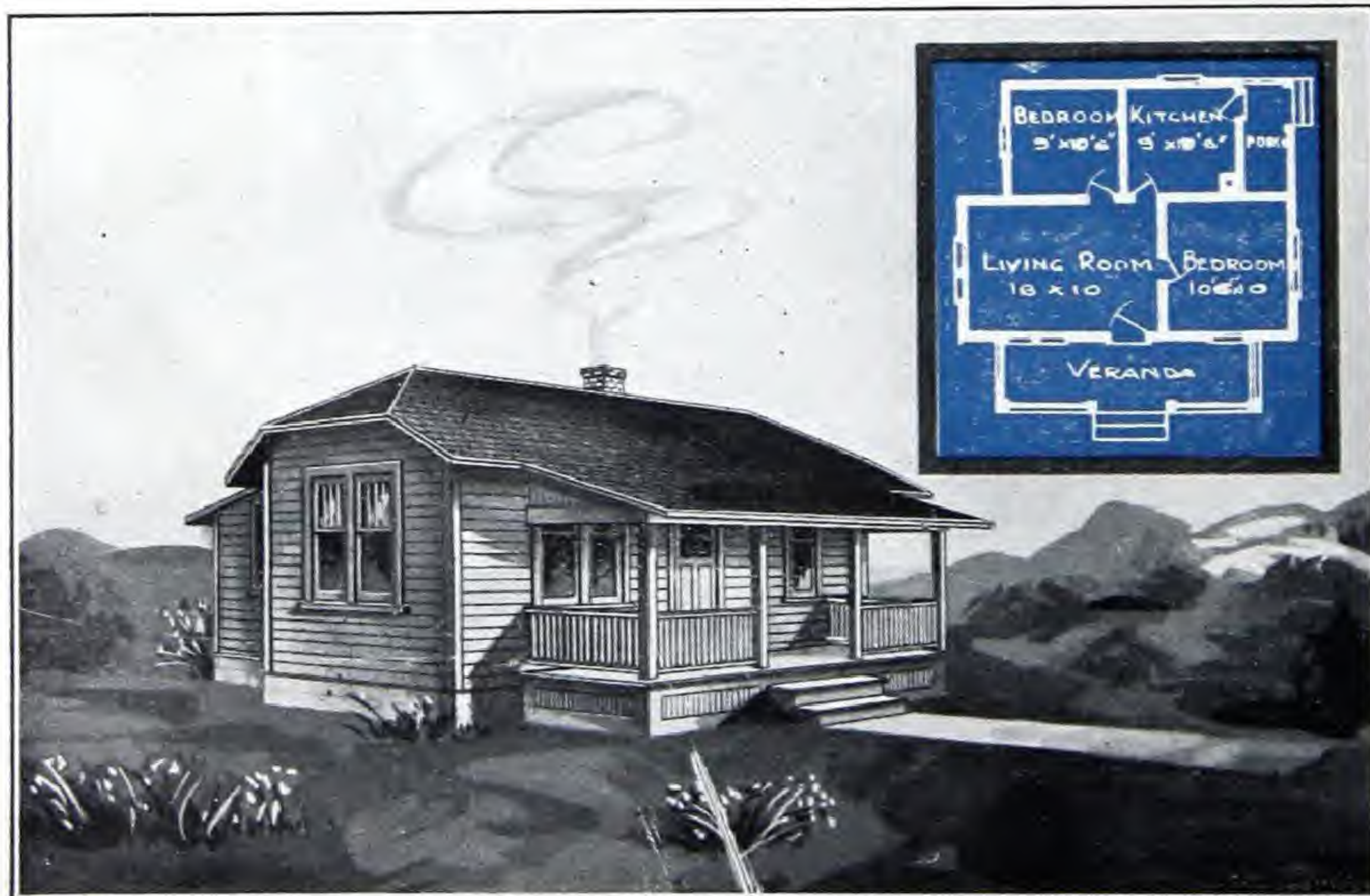
If you have a plan of your own for a summer cottage we will quote a price on all materials, freight paid to your station. Send us a list of materials or properly detailed plans for quotation.



Size 25 ft. by 26 ft.



"Madawaska" Summer Cottage



Size 28 ft. by 22 ft.



HERE is an attractive four room cottage at a very modest price. All the rooms are of good size, and being open to the rafters, have ample ventilation. The large, airy living room, so convenient to kitchen and bedrooms, and the wide veranda, are features that will add considerably to the enjoyment of the summer months. Cedar posts, and window and door screens are included at our price.

"The Madawaska cottage is now framed complete and the appearance is nice. I am well satisfied.

O. PELLERIN,
Fabre, Que."

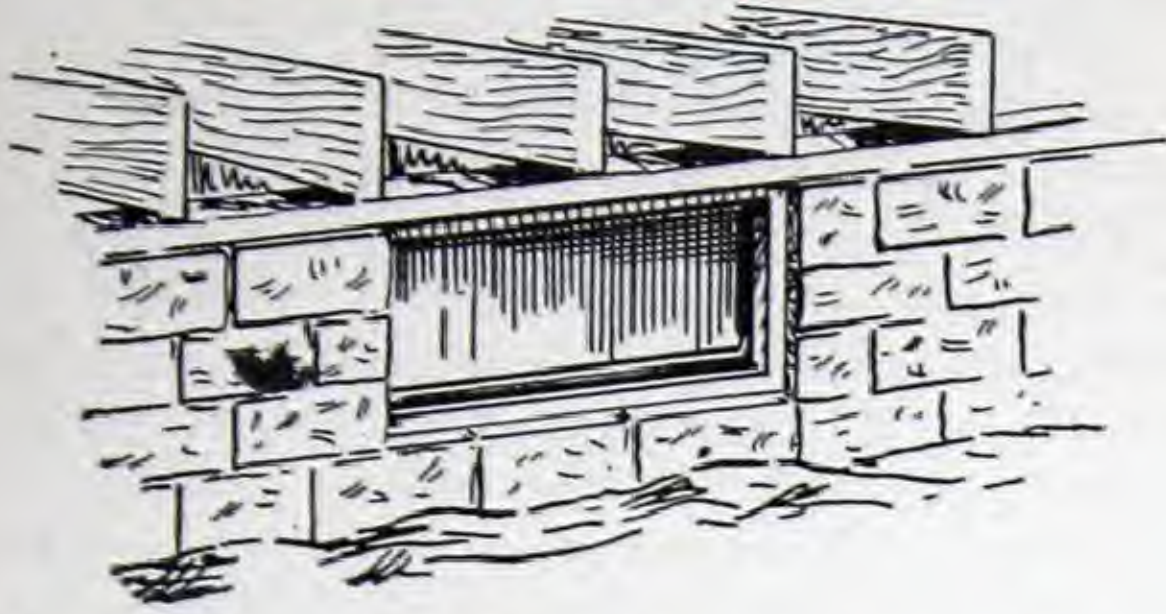
CEDAR POSTS SUPPLIED FOR FOUNDATIONS IN SUMMER COTTAGES

BETTER CONSTRUCTION

Features "Comfortested" Homes at Every Detail

From First to Last we Guarantee "No Extras"

BASEMENT FRAMES, ETC.

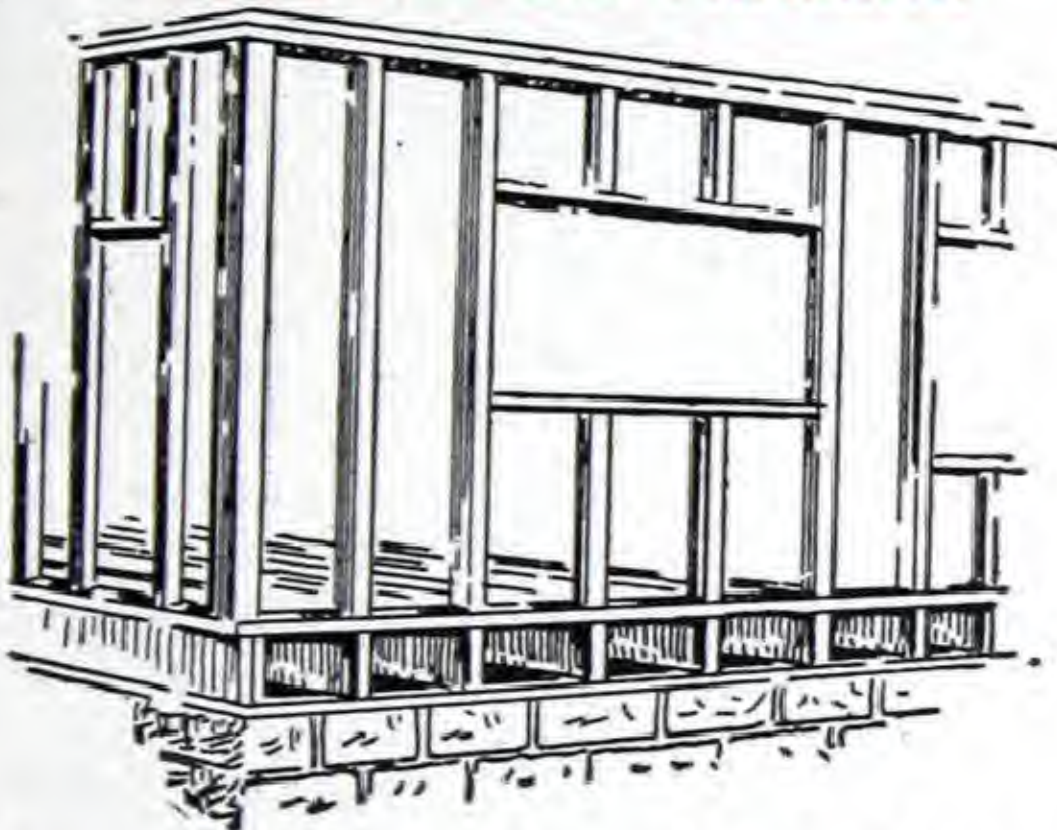


Basement Window Frames and Grade Door Frames are supplied, these being the first items that are built into foundation walls.

MAIN GIRDER AND FLOOR JOIST

The Main Girder or Beam for supporting floor joist is sent in proper lengths to build up a 6" x 8" girder. The sill or wall plate is 2" x 4" laid on the foundation wall. All floor joist are 2" x 8" or 2" x 10" and spaced 16 inches on centres. In some cases where attics are floored 2" x 6" ceiling joist are supplied.

STUDDING AND FRAMING



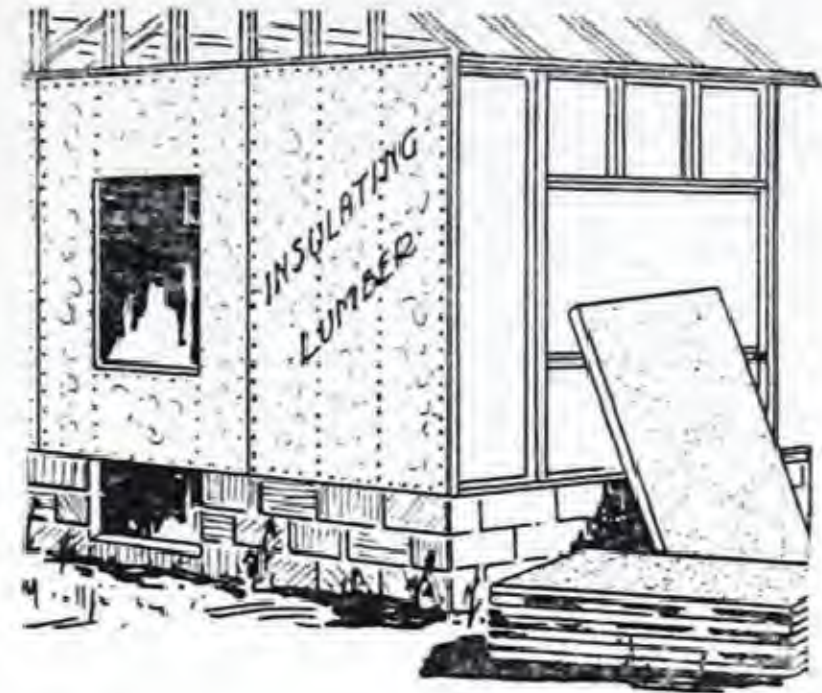
All studding is figured for 16 inches centres; 2" x 4" sized lumber being used. Except in Ready-cut Homes, studding is sent in standard lengths. Allowance is made for doubling at corners and all large openings. An extra quantity of 2" x 4" is sent for miscellaneous framing.

ROOF RAFTERS

Roof Rafters are, in most cases, 2" x 4", of suitable length and spaced 24 inches on centres. Sufficient material is allowed for ties where necessary. All framing lumber is of exceptionally high quality, well seasoned. No hemlock lumber is permitted.

INSULATING LUMBER FOR WALL SHEATHING

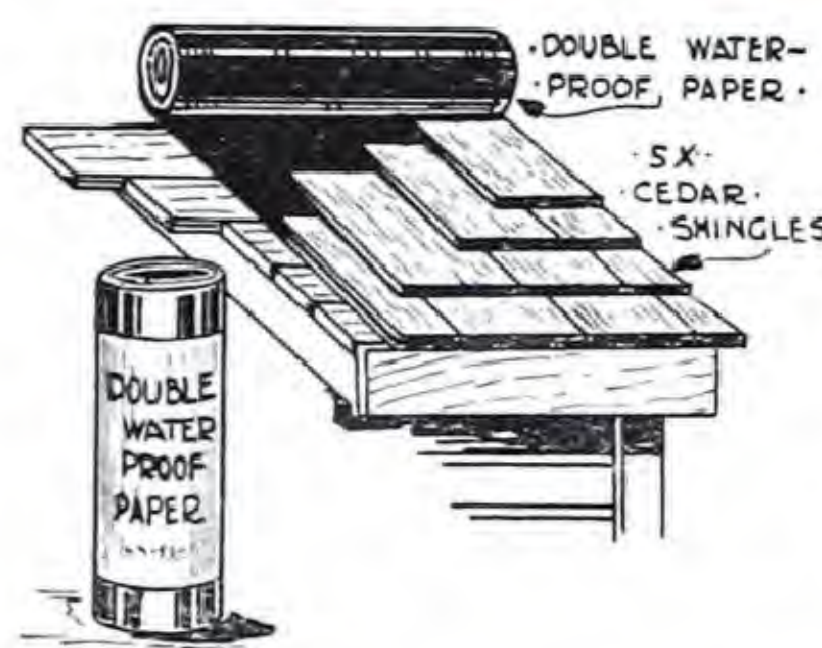
In order to make doubly sure of comfort with fuel economy, we strongly recommend the use of Insulating Lumber for outside wall sheathing. This comfort giving sheathing builds stronger walls in less time and adds greatly to the heat-retaining value of the wall. Unless otherwise instructed, we ship Insulating Lumber for outside wall sheathing, but will, on request, substitute tongued and grooved lumber with two layers of sheathing paper, at no change in cost.



BEAM FILLING

We recommend all builders to "beam fill" the ground floor joist. Beam filling is simply a matter of pouring cement between the joist over the plate. This "beam fill" closes the joint between foundation and the wood frame-work, and ensures warm, draftless floors. In order to make beam filling easy we ship sufficient cut pieces of 1x8 lumber to form "bulkheads" while pouring cement between joist.

ROOF SHEATHING



Roof sheathing is all supplied in tongued and grooved lumber. Each board fits the next, making a tight roof at all times.

Over this extra quality roof sheathing goes a layer of damp-proof paper heavily water-proofed on two sides. Cedar shingles finish the roof. Galvanized shingle nails provided.

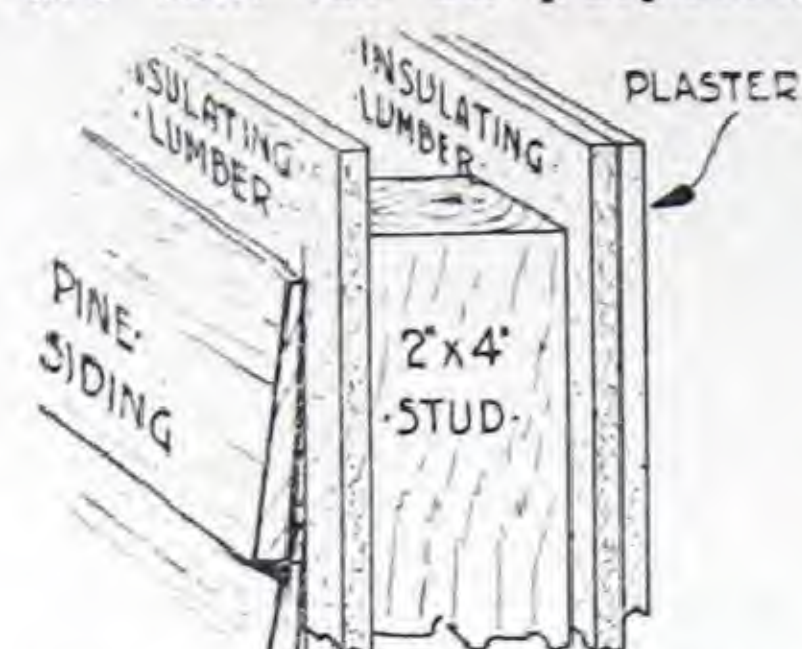
SOME HOMES SUPPLIED READY CUT

As an extra service to the builder who prefers to do most of the work himself, or who has difficulty in securing experienced help, we can supply some homes ready cut.

We do not carry the ready cut idea beyond the bounds of practical advantage. Only where cutting and sizing can be done more economically in the mill and the cut material supplied without confusing the builder, is it done. In the Ready Cut Homes, all Rafters, Sills, Plates and Main Outside Wall Studs are supplied cut to exact length ready to be nailed in place. Special Blue Prints are provided, showing clearly the size, shape, marks and location of each ready cut piece. Other details are exactly the same as with all "Comfortested" homes, full particulars of which are given in the following pages. Homes, which can be supplied Ready Cut, are shown by a note at the foot of the page and also in the price list.

PINE SIDING

High grade Pine Siding is supplied, having small sound knots that paint will cover, lapped three-quarters of an inch and is supplied for all homes shown in frame construction. Sufficient quantities are sent for all purposes, and we guarantee quality. Where homes are shown in Stucco Finish we supply galvanized metal lath and wood strapping for stucco base. We do not supply stucco material unless specially ordered as an extra.



In Brick Veneer homes the construction is the same as for frame homes except for the Siding, which is replaced by brick. We do not supply Brick or Masonry materials unless where ordered as an extra.

Note the unusually tight wall construction shown in sketch. First: Pine siding, then Insulating lumber nailed to studding, then a second thickness of Insulating lumber on the inside, which serves as a plaster base, instead of laths.

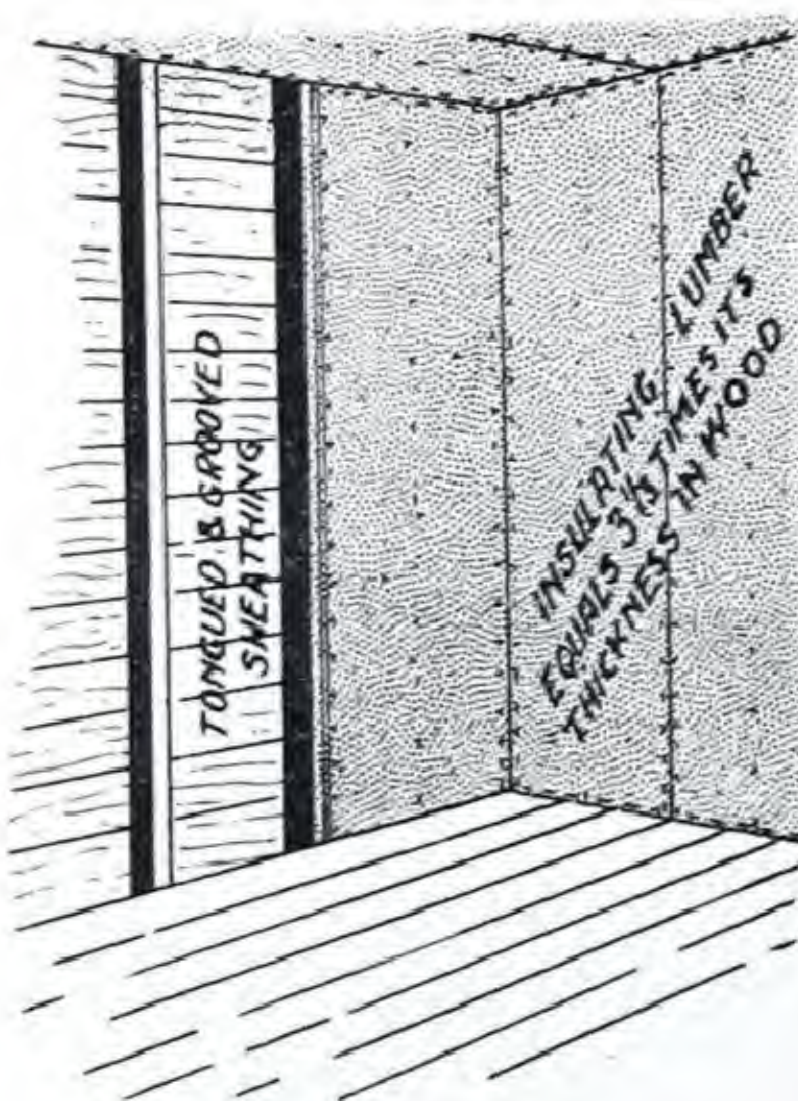
INSULATION FOR WALLS AND CEILING

Every "Comfortested" Home is Insulated. All exterior walls are sheathed up on the INSIDE with Insulating Lumber, and in one storey

homes, the main ceiling is sheathed with the same comfort-assuring material. In the two storey homes the upper ceiling is insulated.

Insulating lumber comes in big, easily handled sheets. It is easy to put on; makes a very rigid wall and has a very high insulating value. It is practically half an inch thick and is known as "half inch" insulation.

The Bureau of Standards has made exhaustive tests with this and other insulating materials with results that prove conclusively that it pays to Insulate; pays in comfort and economy of fuel. The saving in fuel alone is placed at 30% to 40% when one inch of insulation is used as specified in "Comfortested" Homes.



INSULATING LUMBER TAKES PLACE OF LATHS ON INSIDE

Our Insulating Lumber makes a perfect plaster base, the result being a smooth, hard surface, free from hair cracks and lath marks that are always present when plastering on lath. Full details and instructions covering the use of Insulating Lumber are supplied.

Sample sent on request.

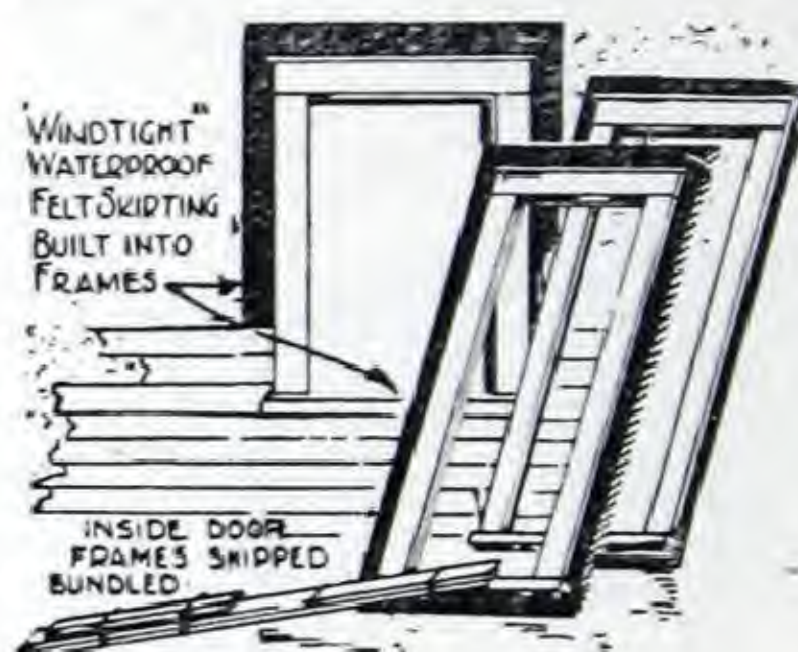
DOUBLE FLOORS

Every Comfortested Home, no matter how small, is provided with a double floor, over the entire ground floor area. The sub floor of tongued and grooved lumber is laid directly on the joists. Over this is placed a damp proof underlay. Then the finish floor of matched Hardwood is laid.

Double floors, together with beam filling, insure a warm, draftless and dustless floor, adding greatly to comfort and lessening housework to a very great extent. No one who has experienced the comfort of double floors would go without.

WIND TIGHT FRAMES

All window and outside door frames are the improved Halliday design as described in our Building Material Catalogue.



Halliday frames are better made than ordinary frames and have many features that are found in no other make. In

addition all frames shipped with "Comfortested" Homes are fitted with a special "wind-tight" felt strip that makes them exceptionally free from draft. This is another feature that is found only in "Comfortested" Homes. Frames are shipped bundled ready to nail together.

CEDAR SHINGLES

Roofing materials will be as shown on plans.

In most cases this is specified as cedar shingles and we supply 5X cedar shingles in sufficient quantity for all purposes.



Prepared roofing is supplied in some of the smaller homes and summer cottages.

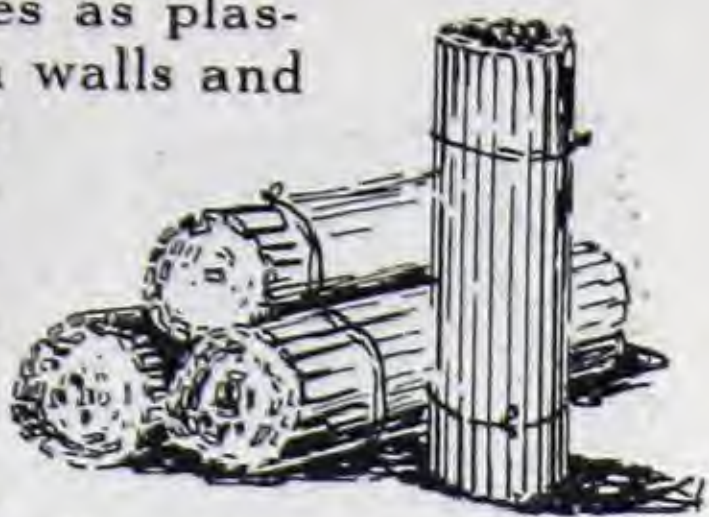
Where cedar shingles are specified, our well-known four-in-one Rockfast Asphalt Shingles will be supplied at slight extra cost if desired.

ALL NECESSARY NAILS

Sufficient nails are sent for all purposes. Nails for rough framing work; finish nails for inside trim, flooring nails for hardwood flooring, all are included. And a plentiful supply is allowed, too, including lath nails and shingle nails.

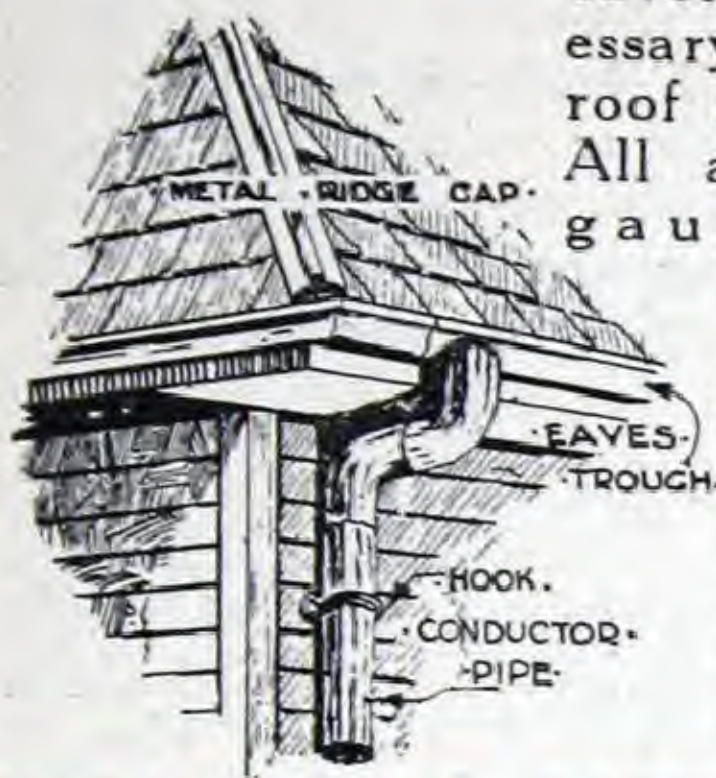
BEST PINE LATH

In all homes Insulating Lumber serves as plaster base for main walls and the ceiling next the roof. For the interior partitions and also lower ceiling we supply No. 1 Pine Lath for lath and plaster walls. We do not supply the actual plaster materials.



GALVANIZED IRON ROOF TRIMMING

We supply galvanized iron ridge roll; eavetrough with necessary fittings, also all roof flashing material. All are made in 28 gauge galvanized metal, and as called for on the plans. In some of the cheaper small cottages eavetrough and conductor pipe is not included.



VERANDA AND CORNICE MATERIALS

Verandas are NOT an extra in Halliday Homes. We supply all rough and finish lumber, columns, handrail, balusters, etc., as well as all cornice lumber for House and Veranda Roofs.

WELL MADE DOORS

All doors are built of clear wood, are exceptionally well made and will give great satisfaction. Inside doors have a natural grain that will take stain and varnish to perfection and will match the trim.



Clear Fir doors in our 2-panel design are provided in all cases, but other designs may be chosen from our catalogue at a corresponding change in price. Every door is ready-mortised for locks.

Handsome French doors with glass supplied where sliding doors are indicated.

FRONT DOORS

All Front Doors will be as shown in the plans, shipped with the glass already in and ready mortised for lock. Outside doors are supplied in Clear Pine. Where rear and side doors are called for, these are also made of clear pine and supplied with glass.



WINDOWS READY GLAZED

Windows are always shipped with the glass already puttied in. Sash are clear pine 1 3/8" thick, fitted with check rail and plowed for sash cord. The glass is the best procurable, all sizes over 24"x24" being double diamond glass.



Weights and cord supplied.

All Casement windows are made to open out.

HARDWOOD FLOORS

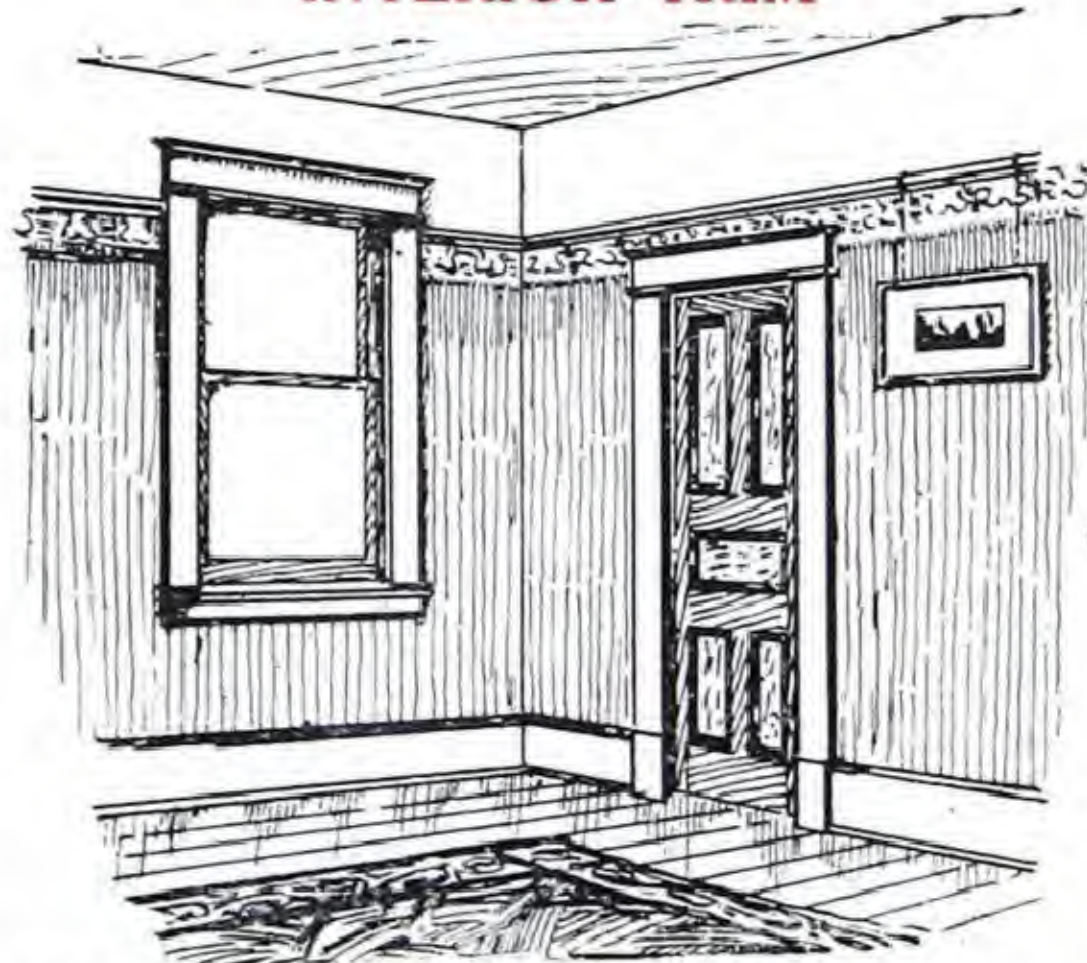


Even the smallest home is supplied with finish floors of beautiful Hardwood downstairs.

Hardwood floors give the finishing touch to any home. They add comfort and warmth and save a big outlay for linoleums and rugs.

In homes with two floors, clear Fir floors are provided upstairs.

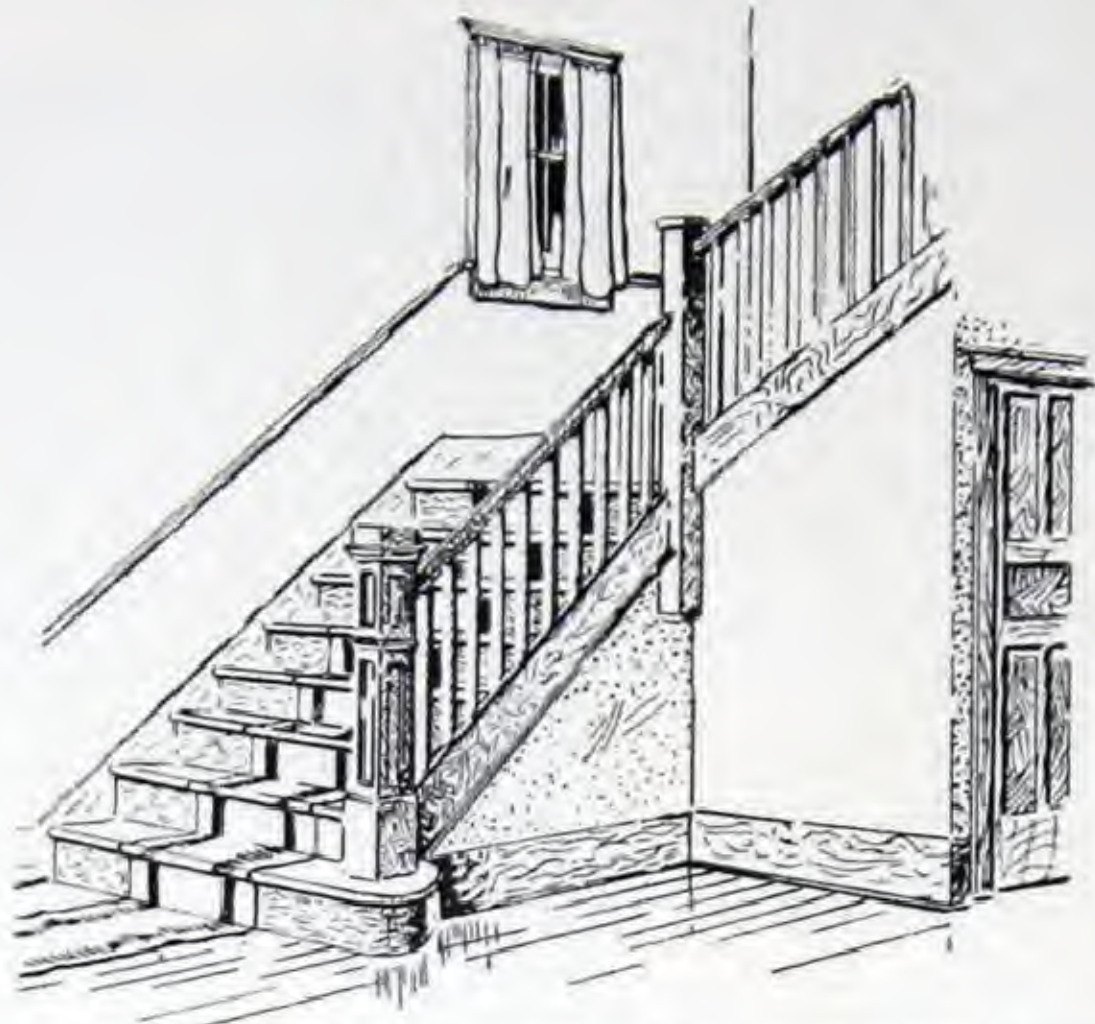
INTERIOR TRIM



The beautiful Clear Fir interior trim provided will delight you. The strong, vigorous grain of this wood makes it ideal for interior woodwork. It will take stain and varnish to perfection, and can be finished up like furniture. All interior woodwork and doors are of the same wood.

Window and door trim is sent cut to fit already to nail in place. Mantel heads are built up in the factory. This method of shipping interior trim will save many a dollar and a great deal of time.

STAIRWAYS

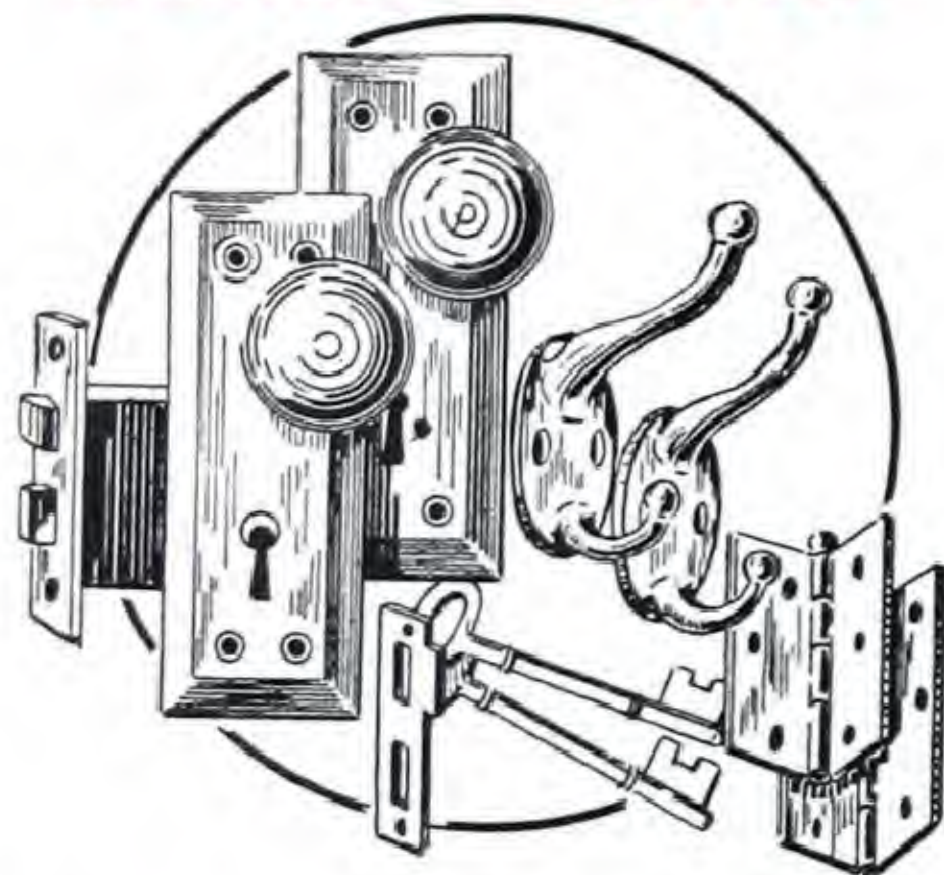


All main stairways are supplied with Stringers, Treads and Risers, ready cut, all ready to nail together.

This effects a big saving in time and cost of stair building. The material used is Clear Fir to match the rest of the interior trim. Newels, Handrail, and Balusters are all included.

The best of materials and workmanship guaranteed.

BEAUTIFUL HARDWARE



All finish Hardware is furnished, of high quality throughout, choice of dull brass or antique copper finish.

Finish Hardware includes Lock Sets and Hinges for all doors. Bathroom doors supplied with nickel plated sets. Double acting doors have special easy working Floor Hinges. Sliding Doors provided with noiseless hangers and track.

Windows provided with sash lift and lock, also pulleys and weights.

Clothes hooks are supplied for clothes closets.



MEDICINE CABINET IN BATHROOM

In every home in which a bathroom is shown in the regular plans a handy, built-in Medicine Cabinet with mirror door is provided.

"BUILT-IN" FEATURES



In many homes such handy features as Kitchen Cabinets, Ironing Boards, etc., are shown. These built-in features are always included in our price when shown in the plans. Kitchen cabinets are shipped ready-cut. Ironing boards are shipped built up, ready to place in the wall.

FIREPLACES

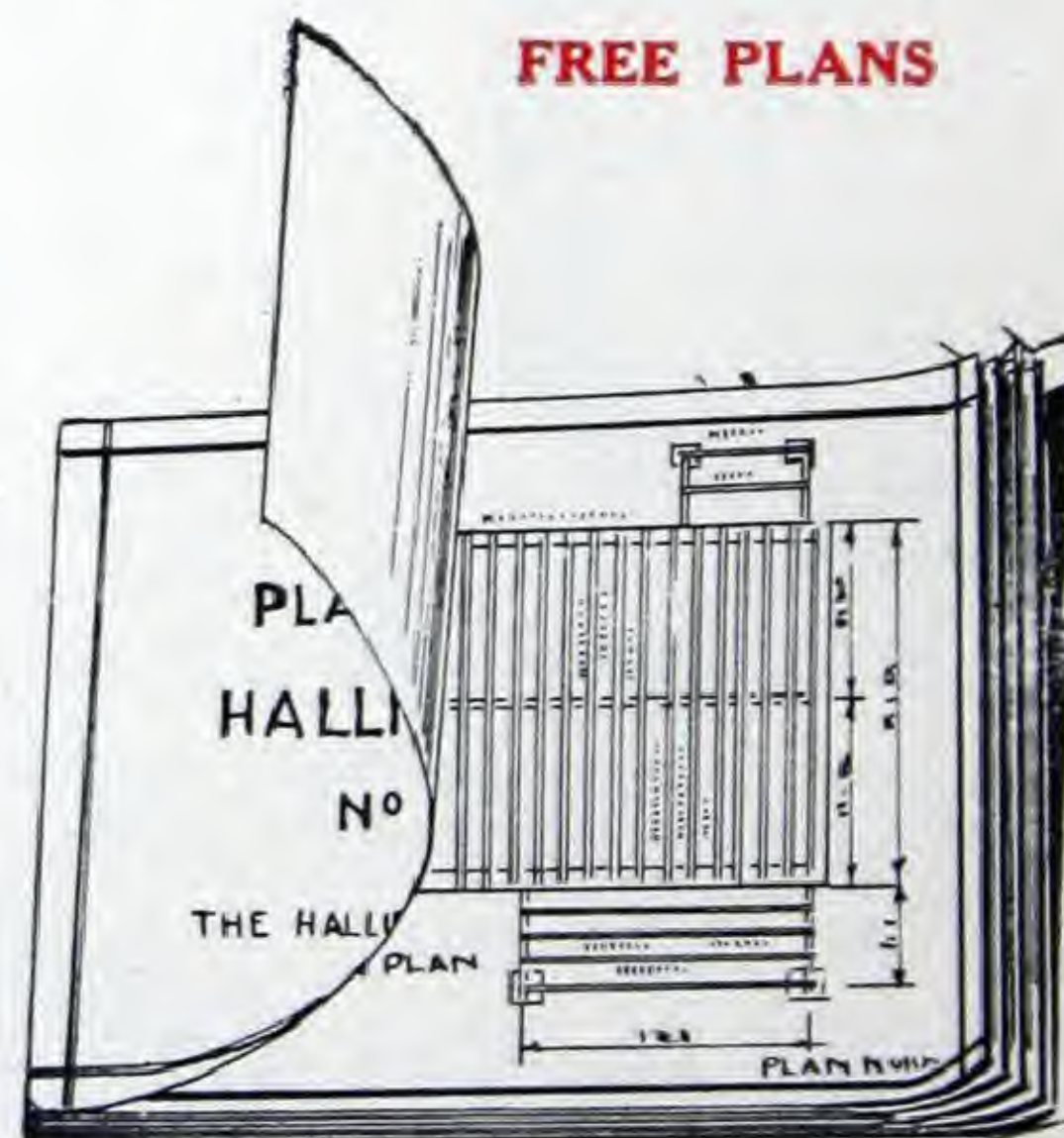
Where fireplaces are shown, we do not supply the brickwork, but furnish all other Woodwork and Hardware, Mantel Shelf, Dome Damper, Ash Dump and Clean-out Door. Prices on Face Brick and Hearth Tile for fire places, will be gladly given on request.

BEST PAINT AND VARNISHES

We supply sufficient paint for THREE coats for the outside wood work. Also we include Oil and Turpentine for thinning. Stain and Varnish supplied for all interior wood-work. All paints and varnishes are Purity Brand and are of guaranteed quality.



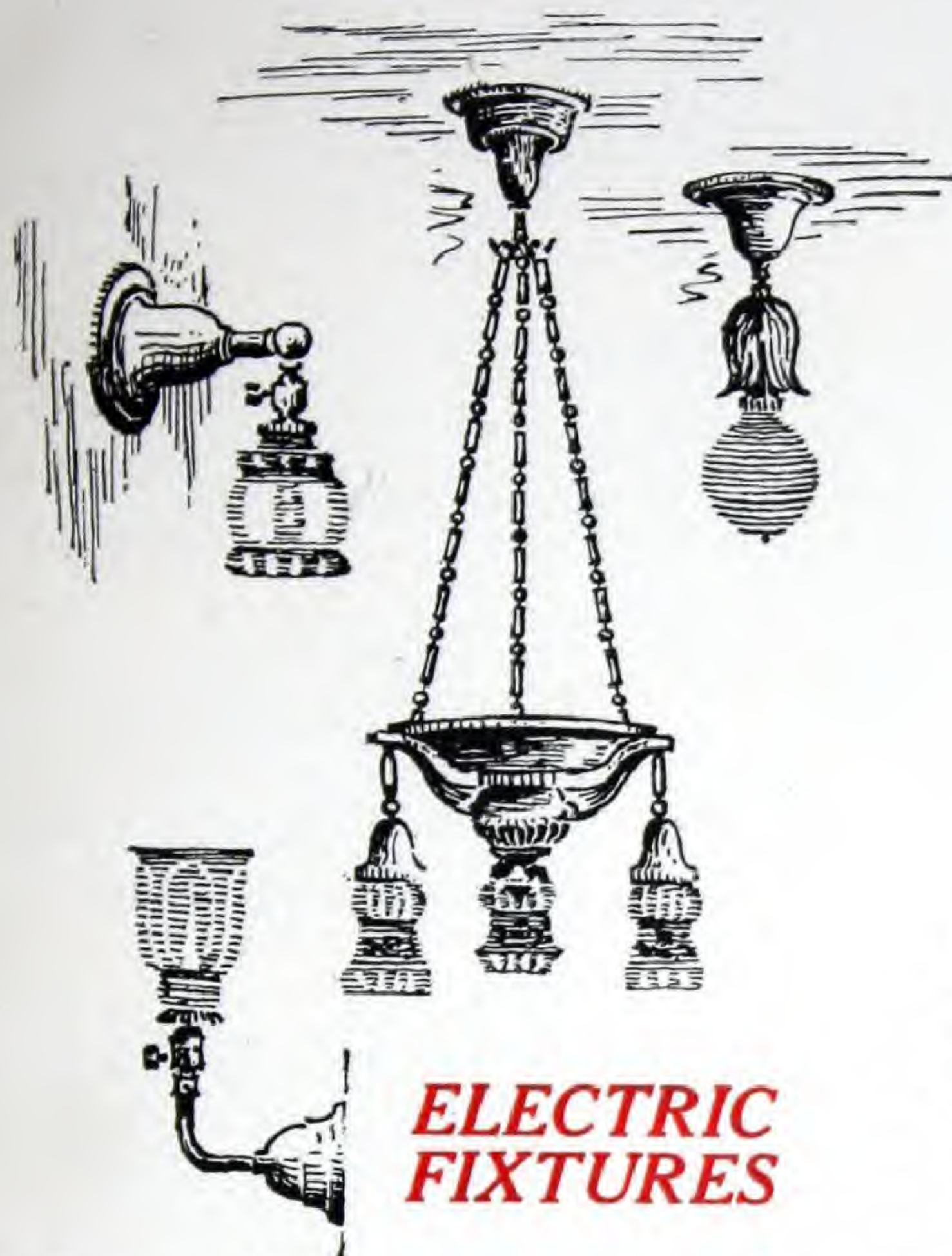
FREE PLANS



Fully detailed Working Drawings, showing construction and layout, together with a Bill of Material are provided. These together form a complete guide to construction, and any carpenter can follow them. We do not sell plans of "Comfortested" Homes separately.

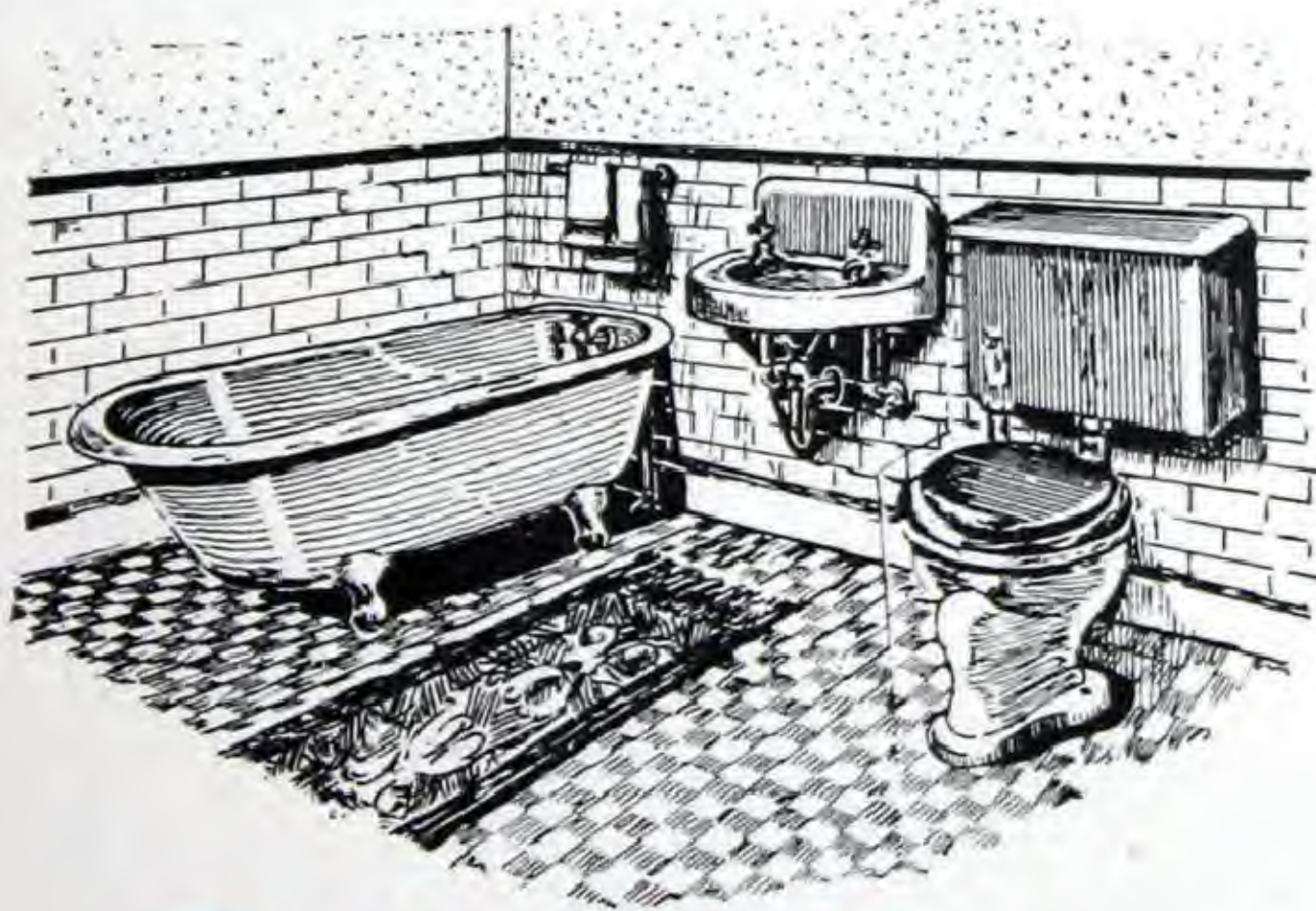
EQUIPMENT ON WHICH HALLIDAY CAN SAVE YOU MONEY

Heating Equipment



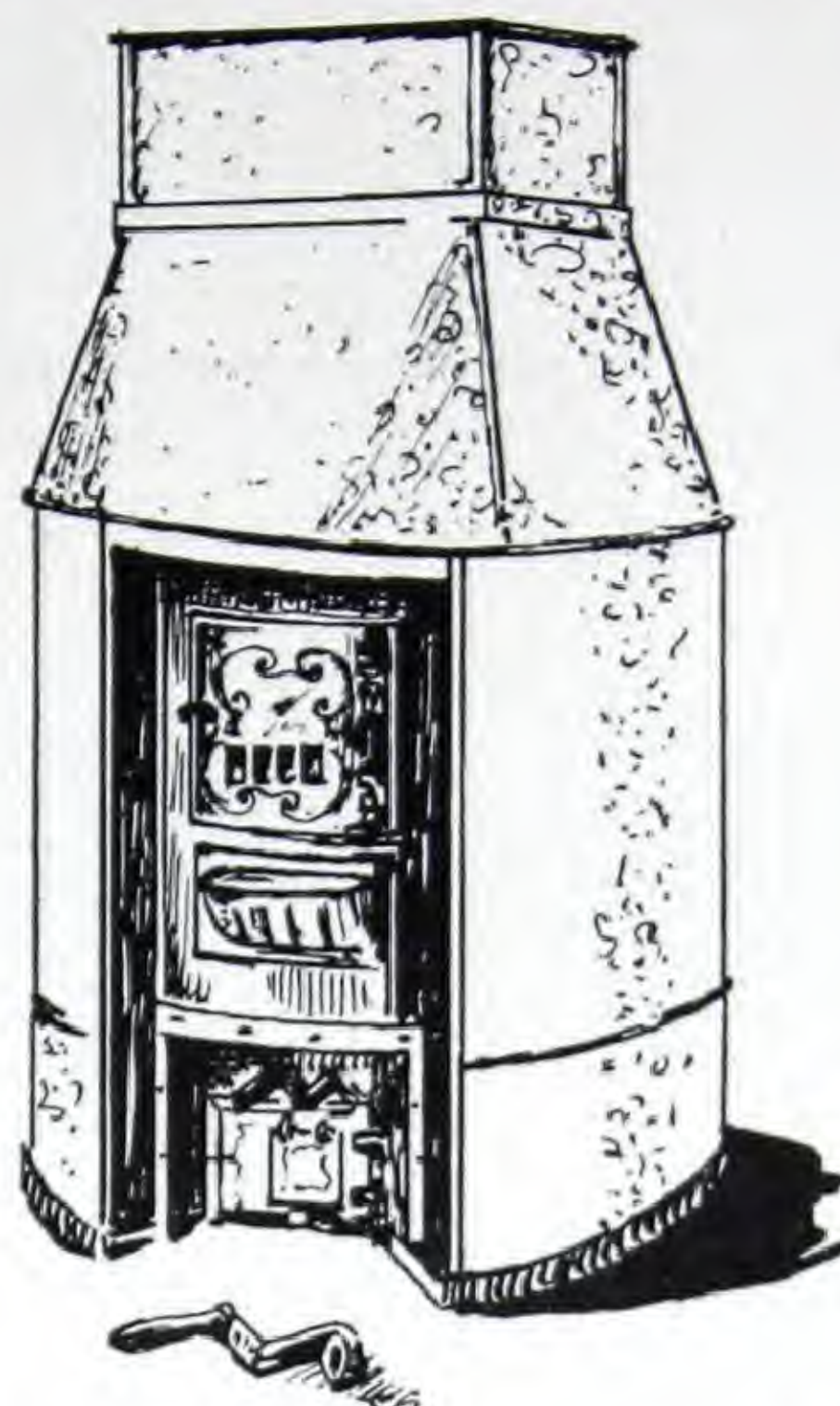
ELECTRIC FIXTURES

If you are building your new home where you can get the advantage of electricity, and wish to install electric light fixtures, we shall be glad to quote money saving prices on complete fixtures for each room of your new home.

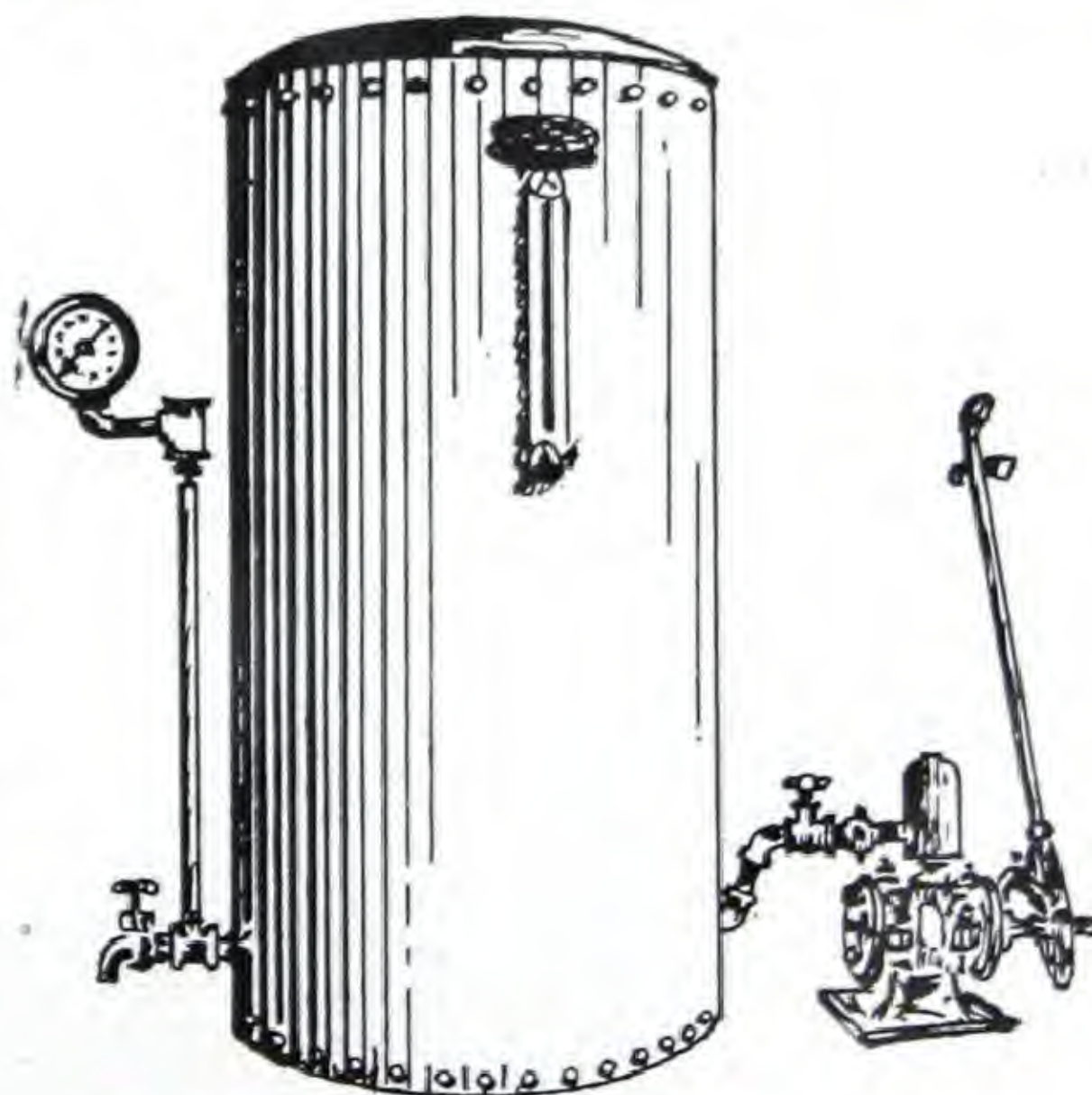


Plumbing Supplies

Many Halliday Home builders are not situated in a locality that makes the regular plumbing fixtures possible, but if you can get sewer and water connections, we will on request quote you prices on bathroom and kitchen equipment and the necessary rough plumbing material for your home.



If you plan to heat your home with a Hot Air Furnace, we can provide a Pipeless Furnace of ample capacity at a saving in price. On account of the special heat-retaining construction most homes can be satisfactorily heated with a Pipeless Furnace, or we can furnish Pipe Furnaces and fittings, if desired. Many of the smaller homes can be kept comfortable at a great saving with a Circulating Heater or Cabinet Furnace, costing very little.



Pressure Water Systems

(Hand or Electric Power)

A Pressure Tank Water Supply Outfit will bring you the comforts and conveniences of the city dweller, if you are without city or town water supply.

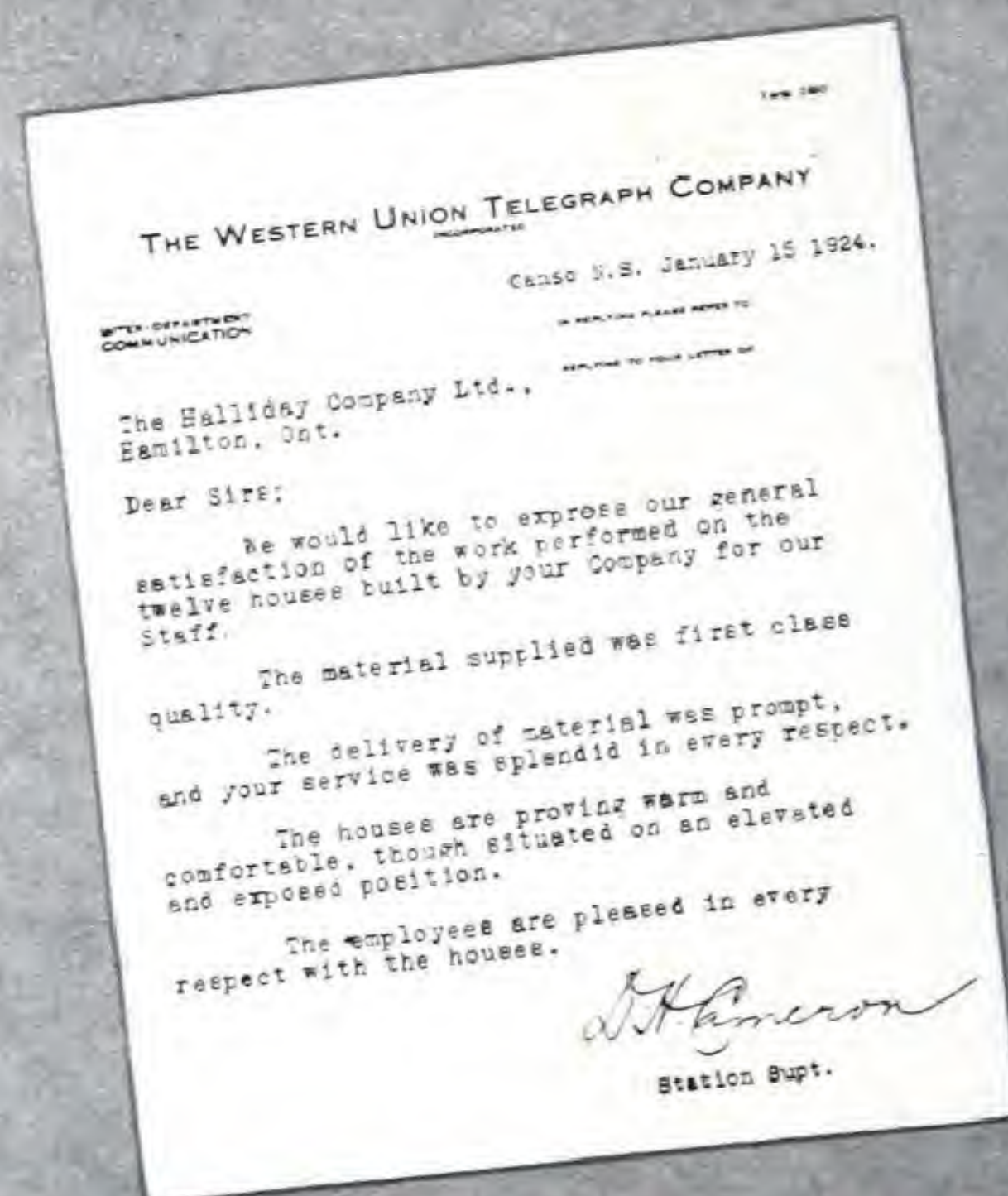
We shall be glad to supply information and prices of an outfit that will serve your home, including Septic Tanks if needed.

[HALLIDAY SERVICE SATISFIES BIG CORPORATION

HALLIDAY HOMES

THE WESTERN UNION TELEGRAPH COMPANY.
HOUSING DEVELOPMENT AT CANSO, NOVA SCOTIA

A COMPLETE COMMUNITY IN RECORD TIME



HALLIDAY SERVICE PROVIDED PLANS AND ALL MATERIALS IN
ONE ORDER



The Halliday Company Limited. HAMILTON CANADA
FACTORY DISTRIBUTORS

A BEAUTIFUL STREET OF COMPLETED HALLIDAY HOMES

HALLIDAY "COMFORTTESTED" HOMES PRICE LIST AND ORDER FORM, 1928

The prices given in this price list are for the Homes shown and described in the Halliday Book of "Comfortested" Homes, No. 97, issued in February, 1928, with the BLUE COVER. If the book you have is an old one, be sure to send for our latest book. Since the Book of Homes was printed in 1926, many important improvements have been made. The new book offers the best and most complete home-building service in Canada. It will be sent to intending-builders on receipt of 25c, to partly cover the cost of printing and mailing.

NEW DESIGNS

Each home in the book is up-to-date in design, and has been chosen for its adaptability to Canadian conditions. A number of new designs have been added, which are to become popular with Canadian builders. The best ideas in exterior designs and interior arrangement are found in these designs, not previously shown in our book of homes, are "Dundas," "East Lawn," "Forest Lawn," "Grimsby," "Home," "Maple Lawn," "Niagara," "Oak Lawn," "Rose Lawn," "West Lawn," "Wood Lawn," "Vineland."

You can choose your home from over 60 popular designs and know the exact cost of materials before you drive a nail. We supply everything (except masonry and plaster excepted), as described on pages 54 to 63.



BETTER CONSTRUCTION

"Comfortested" construction has set a new standard of comfort in Canadian homes. Everywhere that "Comfortested" Homes have been built they have set up new standards of Comfort and Fuel Economy that had been thought impossible before. Homes CAN be built that will be warm and comfortable in all weathers, but comfort must be planned for. The construction of "Comfortested" Homes is different and better.

Heavy insulation is used in walls and upstairs ceilings, special attention is given to floors, roof and window frames, to make them proof against cold. Full details of this remarkable fuel-saving, comfort-giving construction are given in the 1928 issue of THE BOOK OF "COMFORTTESTED HOMES."

IT PAYS TO BUILD FOR COMFORT

In most communities, building regulations have been framed to ensure proper strength in house construction, but nothing has been done to protect the home-buyer from the tragedy of a comfortless home. The way many houses are built, with cheap lumber sheathing, open at every joint, and no other protection against our rugged climate than a flimsy layer of common building-paper or tar-paper, is a tragedy. The law should put a stop to it. Such houses can never be comfortable, and deterioration is inevitable. The man who builds or buys such a home thinking he is saving money, soon finds that it is a bad investment. Fuel bills are high in winter because heat is continually pouring out through walls, roof and floor. In summer the house is like an oven. Real "homey" comfort is impossible. On the other hand a home built the "Comfortested" way is comfortable because of heavily Insulated Walls, Tongued and Grooved Roof Sheathing, Double Floors and Wind-tight Frames. It pays to build for Comfort—Pays in Greater Comfort, Lower Fuel Bills, Better Health and in the re-sale value of a finished home.

GUARANTEE SATISFACTION AND "NO EXTRAS"

The materials we ship to you must satisfy you. You are the judge of everything and we guarantee that you will be, not only satisfied, but pleased with every single item. But we do not stop at this, we also guarantee that there will be "NO EXTRAS." The materials supplied must finish your home according to plans which we supply free, or we will send you more without extra charge. We supply every thing except masonry and plaster.

HALLIDAY COMPANY LIMITED HAMILTON

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HALLIDAY "COMF

PRICE

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Home	Page	Description	Price
ALBERTA	30	Ready Cut or Not Ready Cut.....	\$2,898
ARDENDALE	57	Not Ready Cut	1,449
BALMORAL	13	Not Ready Cut	2,094
BELMONT	56	Not Ready Cut	693
BELLEVIEW	54	Ready Cut or Not Ready Cut.....	1,467
BIRCHDALE	31	Ready Cut or Not Ready Cut.....	1,780
BLUEBIRD	24	Ready Cut or Not Ready Cut.....	1,722
BRAESIDE	53	Not Ready Cut	1,669
DUNDAS	55	Ready Cut or Not Ready Cut.....	1,512
DRESDEN	37	Not Ready Cut	2,705
EDGELAWN	20	Not Ready Cut	1,926
EASTVIEW	57	Not Ready Cut	1,065
EASTVILLA "A"	56	Not Ready Cut	1,344
EASTVILLA "B"	56	Not Ready Cut	1,372
ELMDALE	50	Ready Cut or Not Ready Cut	1,776
FERNLAWN	41	Not Ready Cut, Siding Finish.....	1,940
FERNLAWN	41	Shingle Finish	1,935
FORESTLAWN	46	Not Ready Cut	2,722
GRIMSBY	52	Not Ready Cut	1,362
HAMILTON	29	Not Ready Cut	2,357
HEDGEROW	49	Ready Cut or Not Ready Cut.....	1,249
HOMELAWN	47	5 Rooms; Not Ready Cut.....	2,065
HOMELAWN	47	6 Rooms; Not Ready Cut.....	2,540
HOMEWOOD	21	Ready Cut or Not Ready Cut.....	2,184
INGLEHOLME	53	Not Ready Cut	1,764
INGLESIDE	49	Ready Cut or Not Ready Cut.....	1,648
KENILWORTH	12	Not Ready Cut	1,839
LANCASTER	14	Ready Cut or Not Ready Cut.....	1,569
LEASIDE	52	Not Ready Cut	1,207
LORELEY	34	FRAME Not Ready Cut	2,702
LORELEY	34	BRICK VENEER Not Ready Cut.....	2,595
MAPLELAWN	42	Not Ready Cut	1,800
MARLBOROUGH	22	Ready Cut or Not Ready Cut.....	1,782
NIAGARA	55	Ready Cut or Not Ready Cut.....	1,152

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PRICES ARE FREIGHT

The above prices include **EVERYTHING** needed for the proper construction of each home (masonry and plaster materials excepted). There are no extra materials needed to finish the home chosen with the exception of foundation material, brick-work and plaster material (also stucco material in stucco houses). Full details of all materials supplied are given on Pages 59 to 63 of the Book of Homes.

Prices are "Freight Paid" to stations in Ontario as far as Ottawa Valley, and North to C.P.R. line through Mattawa, North Bay, Sudbury, and on to Sault Ste. Marie. Also "Freight Paid" in Maritime Provinces.

UNTESTED" HOMES

1ST 1928

ter March 31, 1928

UPAY
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Windows, Eave-
Hardwood
Cet Doors,
new Weights
Verandas,
abinets in
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Kitchen Cabinets
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Home	Page	Description	Price
NORWOOD	23	Ready Cut or Not Ready Cut.....	1,821
OAKDALE	11	Not Ready Cut.....	2,194
OAKLAWN	40	Not Ready Cut	2,865
PARKLAWN	39	Not Ready Cut	2,260
PINEDALE	48	Ready Cut or Not Ready Cut.....	1,782
QUEENSTON	35	Not Ready Cut	2,157
ROSEDALE	28	Ready Cut or Not Ready Cut.....	1,879
ROSELAWN	43	Not Ready Cut	2,590
SOMERSET	36	Ready Cut or Not Ready Cut.....	2,094
SOUTHDALE	10	Not Ready Cut	2,312
SPRUCEDALE	48	Ready Cut or Not Ready Cut.....	1,869
STIRLING	26	Ready Cut or Not Ready Cut.....	1,564
SUNNYCOTE	19	Not Ready Cut	1,832
SUNNYDALE	15	BRICK VENEER Not Ready Cut.....	1,890
SUNNYDALE	15	FRAME Not Ready Cut	2,015
SUNNYDENE "A"	16	Not Ready Cut	1,455
SUNNYDENE "B"	16	Not Ready Cut	1,546
SUNNYHOLM "A"	17	Not Ready Cut	1,459
SUNNYHOLM "B"	17	Not Ready Cut	1,529
SUNNYLEA	51	Not Ready Cut	995
SUNNYMEDE	18	Not Ready Cut	1,583
SUNNYMOOR	51	Not Ready Cut	1,764
SUNNYVIEW	35	Ready Cut or Not Ready Cut.....	1,291
WESTLAWN	45	Not Ready Cut	2,828
WESTMOUNT	27	Ready Cut or Not Ready Cut.....	2,147
WILLOWDALE	50	Ready Cut or Not Ready Cut.....	1,407
WINONA	9	Not Ready Cut	1,782
WOODLAWN	44	Not Ready Cut	2,785
WINDSOR	54	Not Ready Cut	1,464
VINELAND	38	Not Ready Cut	1,884

SUMMER COTTAGES

LAKELAND	58	Not Ready Cut	675
MADAWASKA	58	Not Ready Cut	685

PAID AND TAX FREE

If you live outside of this area write for "Freight Paid" price to your station on the home you have chosen.

All prices are based on one shipment, and we recommend this as the most satisfactory and economical method. However, when the customer cannot make suitable arrangements for the storage of finish materials, we will arrange to ship in two lots, leaving all finish materials till wanted. A small additional charge to cover the extra freight cost will be made when two shipments are arranged.

Twenty Points of "COMFORTTESTED" Superiority

- | | |
|---|---|
| <ol style="list-style-type: none"> 1 BETTER MATERIALS THROUGHOUT
—from rough lumber to interior finish. 2 INSULATED WALLS AND CEILINGS. 3 TONGUED AND GROOVED ROOF
SHEATHING. 4 DOUBLE FLOORS IN EVERY HOME. 5 WIND TIGHT WINDOW FRAMES. 6 HARDWOOD FLOORS on ground floor. 7 WINDOWS HUNG ON PULLEYS. 8 READY-GLAZED WINDOWS. 9 DOORS READY MORTISED. 10 BEAUTIFUL CLEAR TRIM AND DOORS. | <ol style="list-style-type: none"> 11 HIGH GRADE HARDWARE. 12 THREE COATS OF PAINT. 13 EAVETROUGHING SUPPLIED. 14 BUILT-IN CUPBOARDS AND BOOK
CASES included if shown in plans. 15 VERANDAS INCLUDED WHERE SHOWN. 16 ALL MATERIALS ON ONE ORDER. 17 PROMPT DELIVERY. No delays. 18 CHOICE OF ONE OR TWO SHIPMENTS. 19 WE GUARANTEE "NO EXTRAS." 20 "EASY TO FOLLOW" PLANS FREE. |
|---|---|

HOW WE SHIP

We ship by freight to your nearest railway station. All materials loaded into one or more cars, according to size of house. Everything is carefully packed into car and safe arrival is guaranteed.

Shipments are sent out C. O. D. for balance due. Customer has right to open car and inspect contents before paying balance.

NOTE.—We cannot ship C.O.D. to Flag Stations. If yours is a Flag Station, send full amount with your order. You are fully protected by our guarantee.

TERMS

Unless arrangements have been made beforehand, for payment on any of the plans described on page 6 of the Book of Homes, terms are One-fifth cash with order, with balance due and payable on arrival of car of material at Station.

We send Bill of Lading to your Bank with draft for balance attached. Inspection is allowed before paying draft.

USE THIS ORDER BLANK

To the Halliday Company, Ltd.
Hamilton.

In accordance with your Guarantee of Satisfaction and No Extras, please ship all materials for the.....Home to me at.....Station,
.....Railway, about.....date.

I enclose deposit of one-fifth of the amount of my order and will pay balance on arrival of car at station after inspection and approval.

Home chosen.....	Construction	Frame Stucco Br. Veneer	(State which).
------------------	--------------	-------------------------------	----------------

Price	Amount of Deposit.....
Color of Outside Body Paint.....	Outside Trim Color.....
Color of Stain for Shingles (if any), Dk. Brown, Lt. Brown, Green (state which)	
Stain for Interior Woodwork—Lt. Oak, Dk. Oak, Natural (state which)	
Finish of Hardware to be Antique Copper, Dull Brass (state which)	
Wall Sheathing to be—Insulating Lumber or Wood Sheathing and Paper (state which)....	
See page 59.....	

(Note. We strongly recommend Insulating Lumber).

Make draft for balance on.....Bank at

NameAddress

For Paint Colors, see page 112 of our Building Material Catalogue.

Comfort and Fuel Economy at 55° Below Zero



The Halliday Company Ltd

Northern Ontario

Hamilton, Ont.

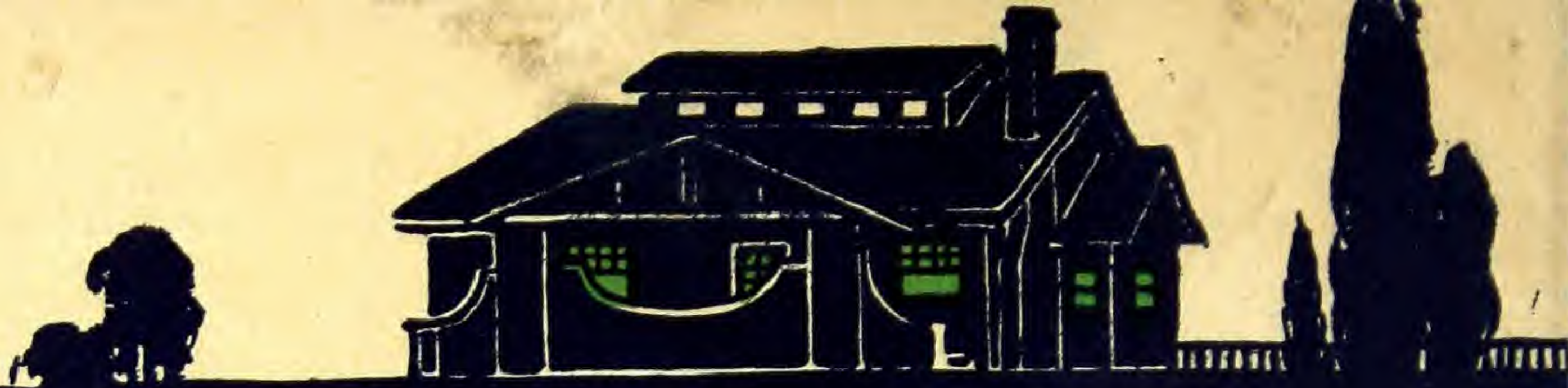
Dear Sirs:-

It is with the greatest pleasure that I write you regarding the home I purchased from you last fall.

I must say that we have had real comfort in our new Alberta home which we purchased from you last fall, we were rather late in getting into it, it being the Monday before Xmas, but since then it has been a real comfort to us not having anything to freeze in it although the weather has been as cold as 55 degrees below zero, and moreover I must admit that our house is not completed as the outside siding and painting is yet to be put on and done. we never had to force the furnace either in order to keep it comfortable and never had a fire in it all night yet. and we only burnt about half the amount of wood as we have been in the custom of doing other winters.

Yours very truly

Albert Hayes.



ONE ORDER COVERS EVERY- ITEM

WHEN you place an order for a Halliday Home, you are through buying. You have ordered everything but masonry and plaster. Every item needed to complete your home will be shipped to you—even to the Sandpaper you may require—the Putty and Shellac—the Roofing and Paint—the Doorstops and Shelving—the Locks for the Doors and the Glass for the Windows—**EVERYTHING** down to the last nail. You have nothing further to buy. We guarantee there will be “**NO EXTRAS.**”

WHEN COMPARING PRICES

remember these facts. The Halliday price is not just for lumber—not just for hardware and lumber—but for **EVERYTHING**. It includes hundreds of small items which you would probably overlook in estimating—items that soon run up into a hundred, two hundred or three hundred dollars.

WE'LL SEE YOU THROUGH!

When you order a Halliday Home you put the responsibility on us to give you satisfaction. Your home is going to be an advertisement of our business, an example of our square dealing. We are bound, therefore, to give you the very best grade of materials—bound to live up to our guarantee of “**NO EXTRAS**”—bound to help you over any difficulties you encounter.

HALLIDAY SERVICE to HOME BUILDERS

Saves Money Saves Worry Saves Delay